15 Automatic Washers Contest Prizes

A three cent investment—one U.S. Postage stamp to mail a contest entry—will win beautiful, sparkling, brand new automatic washers for 15 Arizona homemakers!

The Arizona Republic and The Phoenix Gazette are sponsoring a new Happy Homemaker event—the 1955 Happy Homemaker Automatic Washer Contest.

FIFTEEN OF the world's finest automatic washing machines will be prizes.

The contest opens today. The first winner will be announced Thursday in The Phoenix Gazette. A washer will be awarded daily except next Sunday through April 8. Final entry deadline is noon, April 4.

To enter the Happy Homemaker Automatic Washer Contest all the homemaker has to do is clip the coupon on page 3 of this section and complete the following statement in 25 words or less: "An automatic washer in my home would mean ——"

Next, take the entry blank to a participating appliance dealer and have it validated. This is a simple procedure. Every dealer has a Happy Homemaker rubber stamp. He takes the homemaker's entry, stamps it, and writes in the name of his firm.

AFTER THAT, all that has to be done it put the entry in an envelope, stick that three cent stamp on it, and mail it to Happy Homemaker Automatic Washer Contest, P. O. Box 1950, Phoenix, Arizona.

Three cents and a small investment in time will bring 15 homemakers in Arizona years of happiness—years of freedom from backbreaking wash day chores through the use of modern, fully automatic washers.

There will be no more rough wash days for them. They'll let the machine do the work. And while it works, tireless and automatic, they will have time for the greater enjoyment of life.

AN AUTOMATIC washing machine is one of the homemaker's keys to truly modern living. It provides her with greater leisure, with more happy hours to spend with husband and children. It gives her one of the most priceless gifts of all—time. It gives her precious hours for hobbies, for cultural development, for sports, for social activities at home and away from home, and it makes all of the hours of her day brighter because it saves her strength and energy.

The door to a happier future is magically opened by this contest.

Don't delay!

Start thinking about a Happy Homemaker entry now. Read the news about automatic washers in this section. It not only tells about washers themselves, but contains many valuable hints on the countless ways in which automatic washers can lighten the homemaker's task and beautify her home.

VISIT THE dealers and inspect these beautiful washers. Seeing them will spark ideas for contest entry.

Incidentally, Mr. Homemaker can get in this contest, too. One husband won his wife an automatic clothes dryer in the recently completed Happy Homemaker Dryer Contest sponsored by The Arizona Republic and The Phoenix Gazette.

Be a Happy Homemaker! Complete contest rules at bottom of this page.

1492

Wash Board Blues

Monday Was Awful In Good Old Days

Hannah Hopi did the family wash the hard way—with rocks.

While the old man was out tracking a tortoise or catching a quick forty under a palo verde, she was pounding out the wash.

To make it really rough, there was no soap—and, sometimes, no water.

This method was hard on the clothes and, naturally, on Hannah too, but nobody much worried about that in those days.

THEN CIVILIZATION came to Arizona.

First there were the trappers. They weren't much concerned with washing. Come spring, they would merely stand their winter underwear in a corner and go back to St. Joe, Mo.

Then the pioneers appeared. Tied to the side of the ol' Conestoga was a wash tub and a leftover from the Middle Ages called a wash board; these were the home laundry tools of Peggy Pioneer.

Things were looking up, but still tough.

Peggy used to mix a concoction of lye, ashes, and javelina fat; she called this soap. This along with the corrugated ribs on the washboard was plenty tough on the clothes, and the knuckles too.

But Peggy bent to it, stopping now and then to grab the Winchester to fight off the Indians who, if they didn't leave an arrow in Peggy, might well nick the tub a time or two.

SOON THERE began to appear a gadget with rollers that "wrang" the clothes. Naturally, they called this a wringer.

Nellie Nineties developed a good right arm cranking the wringer. This came in particularly handy when she had to turn over the engine of the '95 Duryea while the old man sat behind the wheel frantically moving the choke and throttle levers up and down.

The tub-and-wringer had its drawbacks, though. Washing was done in the backyard (in the better neighborhoods, of course) and the sun was pretty fierce in the summer.

Then too, she had to shoo off chickens who might jump up on the rim of the tub for a fast hooker of soapy water. And if that wasn't enough, there were always the kids and Fido underfoot. The good right arm was useful, though, for lugging the wash to the clothes line and for dumping the water out into the yard.

TERRY TWENTIES was even luckier.

She had an electrically-powered machine that, literally, kept the joint jumping. It shook, rattled, and, if it had casters, rolled.

Terry's machine was a big improvement over the first electrically-operated machine of 1910, but it still wasn't the answer.

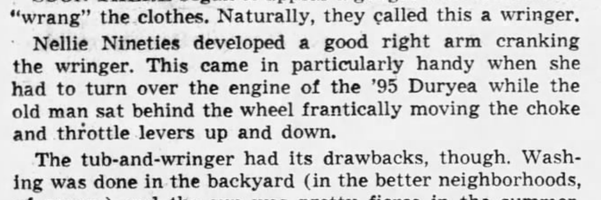
The Twenties faded and the Thirties came and went. The plight of Harriet Housewife became better.

In the early Forties, the washing machine went to war and its metal pulled a tour of duty as tanks, planes, and air raid warden helmets. Then, after a period of readjustment, things began rolling again, until now, in 1955, the blues have been washed right out of wash Monday. In fact, wash Monday itself has been washed away.

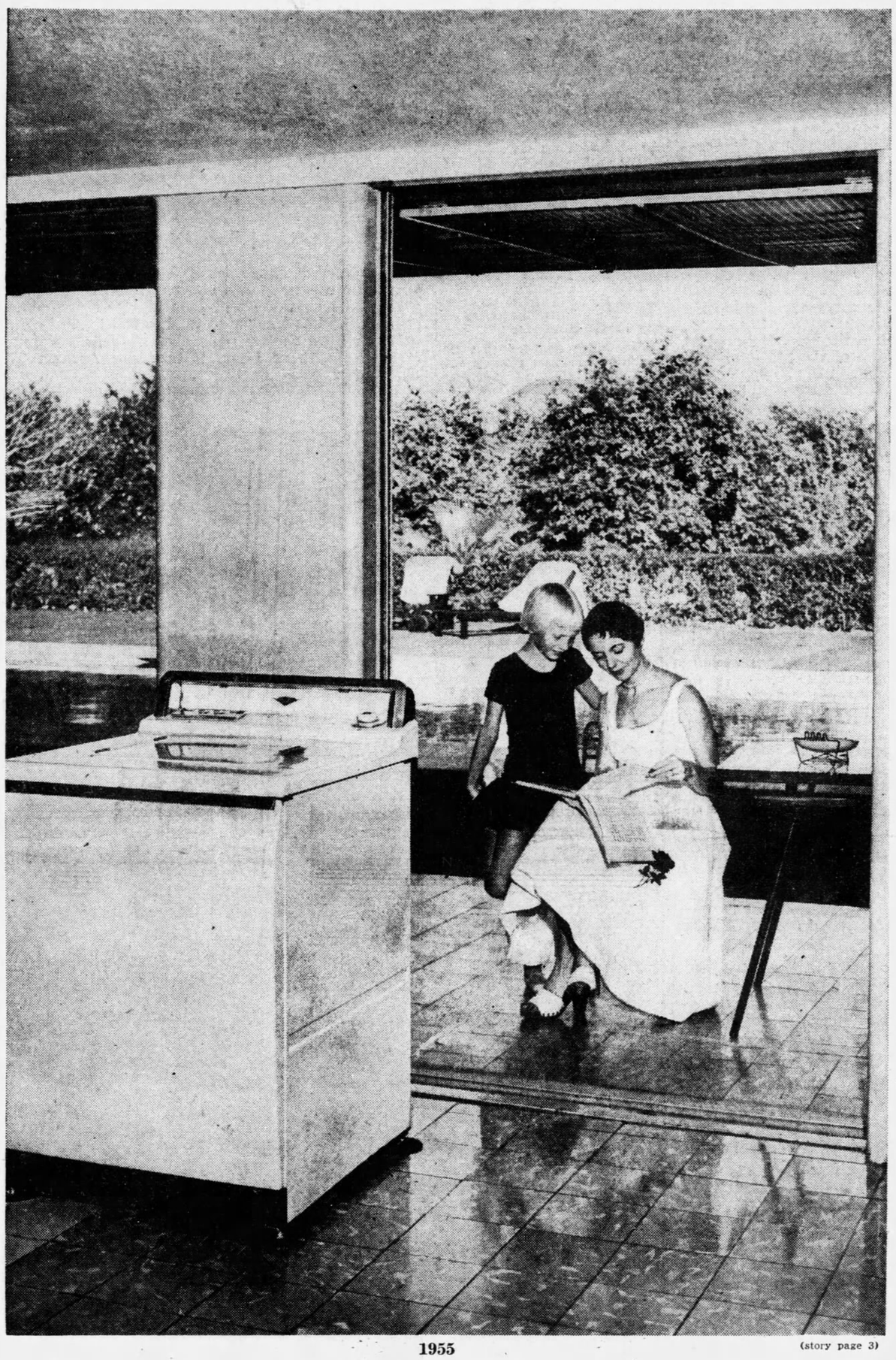
Home laundering has become almost effortless with the automatic washer and dryer.

Typical of the modern housewife is the one in the center picture on this page reading to her young daughter while her automatic washer takes work out of housework.

Rocks to relaxation: that about sums up the story of home laundering in Arizona.



1865



1955 (story page 3)

1890

Merchandise Group Cosponsors Contest

The Happy Homemaker Automatic Washer Contest of The Arizona Republic and The Phoenix Gazette is cosponsored by the Appliance Merchandisers Association of Phoenix and 339 dealers throughout the state.

The membership of the association is composed of manufacturers, distributors, and dealers in home appliances, radio, and television. Banks and utilities are also members.

In all, 150 member firms have joined together to promote the sale of their products and services in a manner designed to assure satisfaction to the buyer.

THE AMA is the certifying agency for "Adequate Wiring," a program for safe, economical wiring which will meet the demands of present and future in home and business.

The association is the sponsor of the Spring Appliance Fair, which is held each year in late April at the Arizona State Fairground. The 1955 fair will be the fifth.

The president of the association is Arthur Cunningham, general sales manager for Momsen-Dunnegan-Ryan Co. Other officers are: Marriel Hamilton, New State Electric Co., vice president; Harry Burger, Smith and Burger, Tempe, secretary; and Leon Black, Black and Ryan, treasurer. Wm. H. Johnson Jr., is managing director.

Happy Homemaker Rules Explained

The rules for the Happy Homemaker Automatic Washer Contest, sponsored by The Arizona Republic and The Phoenix Gazette, are simple, but they must be observed to the letter.

The contest, which begins today, is open to all residents of Arizona excepting employes of The Republic and The Gazette and their families.

The automatic washers will be awarded in alphabetical order by brand name. The first award will be announced Thursday, March 24, in The Phoenix Gazette.

On page 3 of this section is a Happy Homemaker Automatic Washer Contest entry blank.

THIS IS the official entry form.

This same form—in slightly smaller size—will be in The Republic and The Gazette each day until the morning of Monday, April 4. After that date no further entry forms will appear in either newspaper.

The contest closes at noon, April 4, and all entries must have been received by that time.

The contest calls for the completion of the following statement in 25 words or less: "An automatic washer in my home would mean ....."

The statement must be completed on the entry form. Do not submit entries on a separate piece of paper. Do not accompany the form with a letter.

After completing the statement on the entry form, print your name, street address, and town in the space provided for your address.

Print your name and address clearly.

ALSO TAKE care to print or write clearly in completing the statement.

Neatness will count in judging entries.

Spelling also will count in judging entries.

In completing the statement, strive for originality. It will count heavily in the judging.

And be sure that your statement is confined to the subject of the contest. Aptness also will count heavily in the judging.

Your entry must be your own work, submitted in your name.

All entries must be validated by a dealer participating in the contest. Each of these dealers is equipped with a Happy Homemaker Automatic Washer Contest rubber stamp for validating entry forms.

Take the entry to any participating dealer for validation. In addition to stamping the entry, the dealer also must enter the name of his store. Be sure this is not overlooked. You may make as many entries as you wish, but each must be validated.

MAIL THE validated entry to Happy Homemaker Automatic Washer Contest, Republic and Gazette, P. O. Box 1950, Phoenix, Ariz.

Should a contestant purchase a washer during the contest period and then become one of the winners, a refund will be granted equal to the value of the machine won. The machine purchased, must, of course, be one of the brands at stake in the contest.

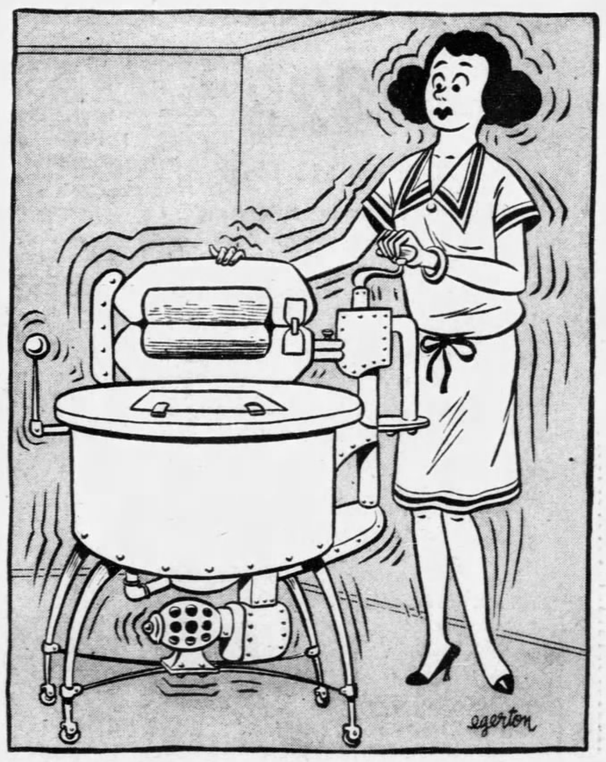
Both newspapers will carry pictures and stories announcing winners. New winners will be announced each day except Sunday, March 27.

Winners will be announced first in The Gazette for March 24, 25, and 26.

The next seven winners will be announced first in The Republic from Monday, March 28, through Sunday, April 3.

The next five winners will be announced first in Gazettes of April 4-8.

Good luck!



1920

ALL EDITIONS

Ripplette Norge, manufacturer of the Time Line Laundry Maid automatic washer, has developed an accessory for automatically laundering washable woolens. It ripples the water sufficiently to cleanse, the company reports, but moves the blanket or garment very little, permitting use of the full automatic washing cycle. A Norge automatic washer is one of the prizes in the Happy Homemaker Washer Contest which opens today.

Automatic Washer Means Less Lifting

A typical housewife using an electric wringer washing machine, a hand iron, and an old-fashioned clothes line is reported to do 92 tons of weight lifting in a year.

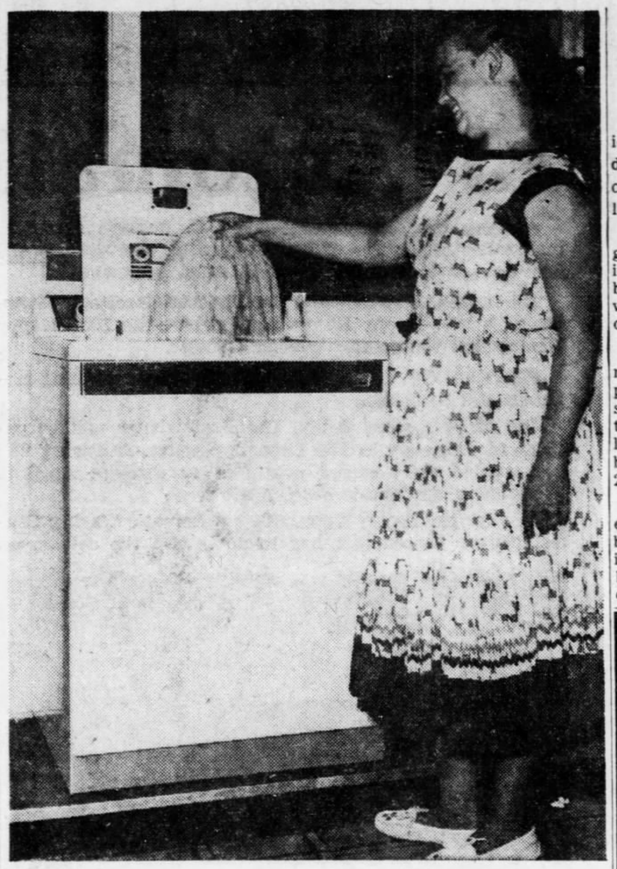
Marcia Mead, home service director for the Whirlpool Corporation, announced this back-breaking statistic after a repeated series of tests in which housewifes were followed through the regular chores of a complete family wash.

EVERY MOTION and second of time was recorded as the housewife first washed the clothes in an electric wringer washer, hung them up to dry on an old fashioned clothesline, took them down, and finished with a hand iron.

The 92-tons-a-year weight lifting job was reduced to 2½ tons spread over a year's time when automatic washer, automatic clothes dryer, and automatic ironer were used, Miss Mead reported. And wash time was cut 60 per cent.

"The old fashioned way of doing the laundry meant walking a total of 45 miles," Miss Mead said. "This included steps from washer to rinse tubs, from laundry room to backyard, from one end of the clothesline to the other and back again, and from backyard to laundry area with line-dried clothes. By using automatic appliances, the miles walked were reduced from 45 miles to 2½."

Miss Mead reported that the number of manual motions was cut from 1,176,000 to 453,000.



Fiesta Colors Some Happy Homemaker Automatic Washer Contestant will have a choice of Thor Fiesta colors in winning the Thor automatic washer shown above. Thor Fiesta contains a built-in suds-saver and built-in water-saver which permits the homemaker to wash a full load of clothes using as little as five gallons of water, according to Malcolm Lentz of Lentz Enterprises, Arizona Thor distributor.

Bright Outlook Is Forecast In Home Laundry Appliances

Expanding prosperity for America for the next 20 years is predicted by economic experts for one of the nation's great home laundry appliance manufacturers.

The report was drawn for the guidance of company executives in making future plans for the business. Its release to the public was simply a by-product of its original function.

THE REPORT states that the nationwide "baby boom" and a predicted steady increase in consumer income will insure continuation of the national home laundry appliance business at a billion dollar level for the next 20 years.

Five new potential customers for laundry appliances are born every minute, the economists reported. In addition to new births, enough potential customers have already been born to keep home appliance sales at their present level for 20 years.

The corporation's experts predicted a general increase in the over-all economy which would be beneficial to all business.

"CONSUMER DISPOSAL income has increased from $178 billion in 1946 to $286 billion in 1954," said the report, issued by the Whirlpool Corporation, St. Joseph, Mich. "Researchers estimate this will rise to $295 billion this year, and $306 billion for 1956. Forty-seven per cent of all wage earners took home $4,000 or more in 1954, and this is expected to increase to $5,200 by 1960."

According to the report, 1,200,000 new homes were built during 1954, in which 300,000 automatic washers and 190,000 clothes dryers were installed. It predicted 1,300,000 homes will be erected during 1955.

Washer Coupons VALIDATED

We are franchised dealer for Automatic Washers, Dryers, Refrigerators, Ranges and the full line of General Motors Frigidaire Appliances.

FRED SMITH APPLIANCE CO.

Frigidaire Franchised Sales & Service

SALES AL 8-7408 — 1932 East McDowell — SERVICE AL 2-9684

APPLIANCE MERCHANDISERS ASSOCIATION

Norge Winner Of Design Award

The Norge Time-Line Laundry Maid, the deluxe Norge automatic washer, was winner of the Museum of Modern Art's Good Design Award, it was reported by the distributor, Black and Ryan, Phoenix.

A Norge automatic washer will be one of the prizes in the Happy Homemaker Washer Contest, opening day.

The Norge Time-Line Laundry Maid is completely adjustable. Its action can be stopped, started, or repeated at any point to meet washing requirements.

THE HOMEMAKER can select exactly the correct water temperature and correct wash, rinse, and spin-dry times for all fabrics, the company declared.

A "safety spin" control automatically stops washer action when the lid is opened during the spin cycle. When the lid is closed, spinning resumes without adjustment of the time control.

Clothes receive wave action washing from a four double-vane agitator, the firm said, then are drained and rinsed five ways with two sprays. Next comes a surface overflow, then an agitated overflow, and finally a deep wave rinsing. The cycle is completed with a six-minute extraction spin. Eight to nine pounds of dry-weight clothes are washed in 32½ minutes, the company said.

NORGE also manufactures automatic electric or gas clothes dryers, each automatic washer model having a matching dryer.

A Norge improvement, available on all washers without extra cost, the firm reports, is a device which permits the reuse of hot sudsy water. It is a valuable aid where total water supply is restricted or hot water is limited.

Norge also reports the development and perfection of an automatic washer accessory for laundering washable woolens such as blankets in a simple, safe manner.

The unit, called a Ripplette, was created by Norge engineers, the company declares, so that "any article that can tolerate water can be washed automatically."

The Ripplette is interchangeable with the agitator on all Norge automatic washers. It ripples the water sufficiently to remove soil from woolens, the company said, but it eliminates vigorous agitation which tends to weaken fibers and shrink woolens.

JESSIE CARTWRIGHT, director of the Norge Home Institute, describes the Ripplette as a great time-saver in laundering comforters and delicate garments. They can be allowed to go through the full cycle of washing and rinsing with a minimum of attention necessary, she said.

Norge also is manufacturing low-cost, full-sized, fully automatic electric and gas clothes dryers for economy-minded families, according to R. G. Connell, Norge vice president of sales.

In the recent Arizona Republic and Phoenix Gazette dryer contest, a Norge automatic dryer was won by Mrs. R. D. Hughes, 2201 W. Thomas Rd.

NEW!

G-E AUTOMATIC WASHER

cleans and recleans the wash water to give you cleaner clothes!

NEW FILTER-FLO® WASHING SYSTEM

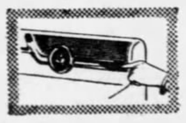
Lint filtered out of your wash right before your eyes. The G-E washbasket is always filled to overflowing continuously carrying away lint, soap scum and light particles. Sand and silt automatically ejected from the bottom of the washbasket.

ONLY $329.95

$33 Down, $15 Month

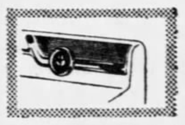
Liberal Trade-in Allowance

BIG CAPACITY Over 50% more clothes capacity than many other automatic washers.



WATER SAVER CONTROL Saves gallons of hot water. You simply select any water level desired.

ACTIVATOR® Washing Action. Your clothes are individually cleansed as though washed by hand.



FLEXIBLE CONTROLS Ideal for fine fabrics. You can stop, skip, extend or repeat any cycle.

Come in tomorrow to see the new G-E FILTER-FLO Washing System

You can put your confidence in GENERAL ELECTRIC

You can BUY WITH CONFIDENCE at

APPLIANCE MERCHANDISERS ASSOCIATION

GET YOUR Happy Homemaker CONTEST ENTRIES Stamped HERE!

Arizona's Choice Mehagian's

DISTINCTIVE HOME FURNISHINGS

825 N. Central Ave. AL 2-6551

OUT WITH THE OLD IN WITH THE NEW WAY TO WASH

HAPPY HOMEMAKER

Be Modern . . . Live Electrically

Model L-8..$319.95

See The NEW Westinghouse® LAUNDROMAT AUTOMATIC WASHER

Here, truly, is a dramatic new advance in washing . . . the first in many years

This brand-new Westinghouse Laundromat makes all other ways of washing *old-fashioned*. The Laundromat patented NEW WAY TO WASH combines an advanced type of agitation with gentle tumbling. It gives you *3-way washing power:*

- **AGITATION**—for thoroughness.
- **TUMBLING**—for gentleness.
- **LIFT-AWAY ACTION**—for thorough rinsing.

The new Laundromat action washes everything washable cleaner by far . . . and with complete safety! Yes, including the daintiest of today's "miracle fabrics".

It's really eye-opening . . . and so are the easy terms

As low as only $3.19 a week after small down payment

APPLIANCE MERCHANDISERS ASSOCIATION

See a demonstration of this Modern Way to Wash at your nearby Westinghouse Dealer

AJO
Phelps Dodge Mercantile Co.

BENSON
Benson Home and Ranch Supply

BISBEE
Phelps Dodge Mercantile Co.

CASA GRANDE
D & A Auto & Home Supply

CHANDLER
Paul L. Sale Co.

CLIFTON
Phelps Dodge Mercantile Co.

COOLIDGE
Coolidge Electric

COTTONWOOD
T & T Refrigeration
Viotti Furniture Co.

DOUGLAS
Phelps Dodge Mercantile Co.

FLAGSTAFF
Viotti Furniture Co.

GLENDALE
Banks Electric
4 N. 1st Ave.

GOODYEAR
Goodyear Variety and Hardware

HOLBROOK
Hensley & Lewis Home Furn.

JEROME
Scott-McMillan Co.

KINGMAN
Mohave Radio & Elec. Co.

MESA
Barrows of Mesa
141 W. Main

Paul L. Sale
166 W. Main

MIAMI
Miami Electric Co.

MORENCI
Phelps Dodge Mercantile Co.

PARKER
Bob's Hardware

PEORIA
Kosier Farm Store

PHOENIX
Angelus Furniture Co.
537 W. Van Buren

Arizona Furniture Stores
1456 E. Van Buren
347 E. Washington

Barrows Furniture Co.
38 S. First St.

Cannon & Watson Electric
4117 N. 7th Ave.

Industrial Elec. Appliances
3626 E. Thomas Rd.

Mehagians Home Furnishings
825 N. Central Ave.

New State Electric Co.
214 W. Washington

E. O. Smith Furniture Co.
1622 E. Camelback

South Phoenix Electric
4009 S. Central Ave.

PRESCOTT
Barrow's of Prescott
145 S. Cortez

Sam Hendrix & Son Electric Co.
213 N. Marina

SAFFORD
Gateway Furnishers

SCOTTSDALE
Scottsdale Appliance Mart
123 E. Main

SPRINGERVILLE
Becker Mercantile Co.

ST. JOHNS
Whiting Bros.

SUNNYSLOPE
AAA Furniture Co.
333 E. Dunlap Ave.

TEMPE
Tempe Appliance & Furn.
401 Mill Ave.

TOLLESON
Slaughter House of Fine Furniture
92nd Ave. & Van Buren

TUCSON
Kal Rubin Appliances
1124 N. Stone
2344 S. 6th Ave.
233 W. Congress

WELLTON
Bob's Service Garage

WICKENBURG
Pollay Electric Co.

WILLIAMS
Signal Radio & Appliance

WINSLOW
Hutch's Electric Appliances

YARNELL
Tilley Electric

YUMA
Barrows of Yuma

EDITION: ALL EDITIONS

Flexibility This Speed Queen automatic washer, described as a "heavy duty" machine in a compact cabinet, will be one of the prizes awarded in the Happy Homemaker Automatic Washer Contest which opens today. Completely automatic, wash cycle may be interrupted at any phase, dial reset, and cycle continued.

Sale Of Automatic Washers Is Up

In the last three years total sales of automatic washing machines have increased 20 per cent and in 1954, sales of automatics were 64 per cent of all washing machines sold.

The Appliance Merchandisers Association, which issued the report, calls the automatics "wife savers," and predicts an even greater share of the market for the fully automatic washer.

In 1952, 55 per cent of washers sold were automatics and in 1953, the percentage had risen to 58.

Anniversary Models Offered By Hotpoint

A 1955 Golden Anniversary series of automatic washers has been introduced by Hotpoint, it was announced by the Hotpoint distributor, General Electric Supply Co. There are matching lines of automatic dryers.

A Hotpoint push-button automatic in this new series is one of the prizes in the Happy Homemaker Automatic Washer Contest opening today under the sponsorship of the Arizona Republic and the Phoenix Gazette in conjunction with retail dealers and the Appliance merchandisers association.

The top deluxe washer is equipped with lighted pushbutton controls and two automatic cycles. After pushing a button and setting the control dial, the homemaker can forget about washday because the machine will electrically "remember" her instructions and automatically wash, rinse and dampdry clothes, the company declares.

A COMPLETELY automatic fill gives the user a choice of warm or hot wash water and warm or cold rinse water. These temperatures may be pre-selected for either the normal washing cycle, or the delicate cycle for nylon, orlon and other man-made fabrics. A deep overflow rinse floats dirt up and away from clothes instead of straining soil back through freshly-washed clothes.

In addition, 1955 Hotpoint deluxe and standard washers are equipped with a new rubber-finned agitator that gives gentle but thorough cleansing action even when the washer is operated to wash a partial load of clothes, the company reports. Operating instructions are fused into the porcelain on washer lids and dryer door panels.

All Golden Anniversary home laundry appliances produced by Hotpoint in 1955 are porcelain-finished inside and out to give positive protection against rust and corrosion, the company declared. This porcelain will be fused over one-piece welded steel bodies for greater strength and smoother, more efficient operation.

The top deluxe washer matches a new deluxe electric tumbler dryer in design and appearance. Fluorescent tubes shaded by chrome panels illuminate the inside of the washer tub and the top surface of the dryer. A light in the dryer drum clicks on when the door is opened.

The deluxe dryer, equipped with an automatic timer and dial control for any desired heat, uses the revolutionary principle of drying clothes with a jet of cold water. First perfected by Hotpoint engineers in 1950, this method tumbles clothes dry in a hermetically sealed chamber, the company said. A jet of cold water condenses heat, moisture, and lint from the air and flushes it down the drain.

SAFETY features include: A pushbutton circuit breaker that turns off the washer if an unbalanced load develops, and a cut-off switch that stops all action if the dryer door is opened during operation. When the door is closed, the dryer starts again from the point of interruption.

A new standard washer for 1955 has two washing cycles, unlighted pushbuttons and other deluxe features including an automatic fill and a deep overflow rinse. This washer matches a standard condenser dryer that has unlighted pushbuttons and a heat control dial.

COVER STORY—A 1955 Hotpoint fully automatic washer, just like the one pictured above, will be awarded as a prize in the Happy Homemaker Automatic Washer Contest, which begins today. Seen here in the home of Mrs. Walter H. Sterling, 7601 N. 7th St., a Hotpoint owner, the machine is doing the work while Mrs. Sterling reads to her 7-year-old daughter, Gail. Like the washer, floor-to-ceiling window looking out on patio is operated automatically, raising and lowering by push-button control. — (Republic Photo, Willis Peterson)

HOTPOINT will also produce in 1955 a low-cost washer and air blower dryer. The blower dryer designed for either 115 volt or 220 volt operation in rural or water-short areas, has a removable lint screen, automatic timer and dial control for any heat setting desired.

The low-cost washer is of all-porcelain, one-piece construction with a lift-off lid. A standard agitator is controlled by a single cycle dial.

All 1955 Hotpoint washers have an eight-pound capacity. A spin-tub speed of up to 650 revolutions per minute during the dampdry cycle is said to give maximum efficient water extraction.

A Hotpoint automatic dryer was won by Mrs. Freida Katz, 831 W. Clarendon Ave., in the recent Happy Homemaker dryer contest conducted by the Arizona Republic and Phoenix Gazette.

6,000 IN THREE PLANTS

The Whirlpool Corporation, manufacturers of washers, dryers, and automatic irons, employs 6,000 people in three plants located at St. Joseph, Mich., Clyde, Ohio, and LaPorte, Ind. One out of every 10 employes on the production line, according to company officials, is a quality control inspector.

Washer Means Substantial Savings In Number Of Diapers

A substantial savings in the number of diapers necessary in the care of a baby can be accomplished through the use of an automatic washer and dryer, according to tests made by the University of Michigan Hospital.

RESULTS of the test were published in the Journal of the American Medical Association. The equipment used was the same available to the housewife and washing machine company home economics experts' report applies to the housewife's diaper problems.

The report dealt with a hospital nursery doing its own diapers in home-sized automatic washers and dryers. It was found that the machine could wash 25 diapers at a time with ease and could actually handle 30. This is more than a two-day supply for a new baby, it was reported, and normally from three- to four-day supply for babies 6 months or older.

The report stated that the total number of diapers on hand in the hospital need be only a little greater than the average daily supply required. By contrast, it was said, sending diapers outside the hospital to be laundered called for a large reserve—one day's supply in transit, one day's supply actually being laundered, one day's supply in return transit, and one day's supply in use.

Automatic washer dealers point out that a mother need only drop the baby's diapers in a receptacle containing a germical solution which sterilizes them, leaving them there until they have a washer load. An automatic washer and automatic dryer makes it possible for the young mother to continue with her other work while the machinery—in two or three uses a week—supplies the baby with clean, sanitary diapers.

OFFICIAL ENTRY FORM

ARIZONA REPUBLIC Phoenix Gazette

HAPPY HOMEMAKER AUTOMATIC WASHER CONTEST

In Cooperation With Retail Dealers and the Appliance Merchandisers Association

Complete The Following Statement In 25 Or Less Words:

An Automatic Washer in My Home Would Mean...

READ CAREFULLY!

Make sure your name and address is printed in the space provided. See you local contest dealer. This entry must have his stamp in the lower right-hand box. Mail your entry to:

HAPPY HOMEMAKER WASHER CONTEST
Republic & Gazette, P. O. Box 1950
Phoenix, Ariz.

NAME.....
ADDRESS.....
TOWN.....
STATE.....

FOR DEALER VALIDATION

FIRM NAME

ONLY ONE SETTING of the dial

Whirlpool

Fills... Washes... Rinses... Damp Dries... Turns off... ALL AUTOMATICALLY

here's the DIAL that does everything SET IT— FORGET IT!

NOW ONLY $259.95
Convenient Terms

Guaranteed by Good Housekeeping

FAMOUS WHIRLPOOL FEATURES

Enjoy the full benefits of famed Agiflow washing action, that surges and swirls busy water currents to gently, positively loosen and remove every speck of soil... exclusive 7 Rinses that flush away every trace of soil and suds — big 8-lb. capacity.

PORTABILITY

No installation is necessary... Whirlpool is portable! Casters (optional)... store your washer out of the way when not in use.

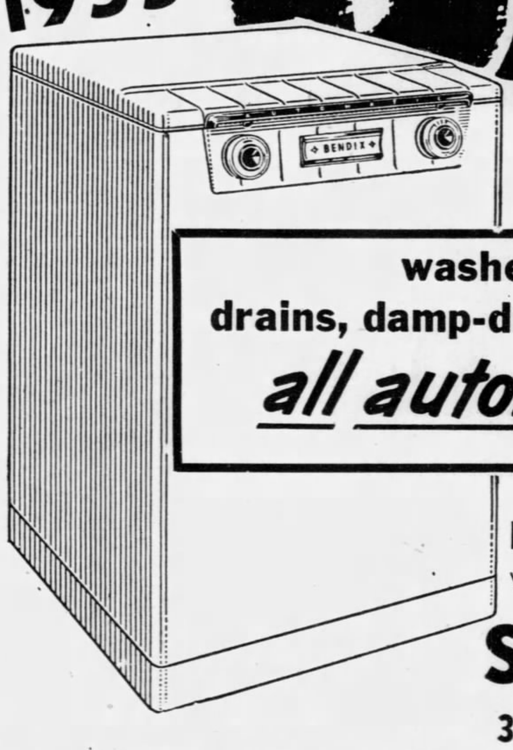
5-YEAR WARRANTY

Your assurance of dependability — every Whirlpool washer carries a 5-year warranty on sealed-in transmission.

STAPLEY'S 60 YEARS OF SERVICE

7th Ave. and Van Buren—PHOENIX
MESA CHANDLER COOLIDGE
CASA GRANDE BUCKEYE GLENDALE

BRAND NEW 1955 BENDIX



washes or rinses, drains, damp-dries, shuts itself off— *all automatically!*

$179.95

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While They Last Subject to Prior Sale

SAVE $70 On '54 BENDIX

3 Models To Choose From

2 Only... Reg. $199.95 $129.88 Exchange

3 Only... WDG Reg. $299.95 $229.88 Exchange

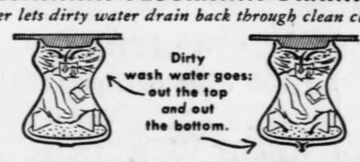
2 Only... DCE DYERS Reg. $239.95 $158.88

Terms As Low As $2.00 Down $2.00 Week

POWERFUL

undertow water action pulls suds and clothes down into activated water.

FLOATAWAY-FLUSHAWAY DRAINING
never lets dirty water drain back through clean clothes.



As the sides close in, floating soils and soap are *floated* away through the hollow agitator post.

At the same time, heavy soil settles to the bottom and is *flushed* away through the base of the agitator.

EXCLUSIVE

vacuum drying removes excess water safely... no broken buttons... no pulled seams.

PAUL BENNETT Tire Company GOODYEAR TIRES

Phone AL 4-4131
202 WEST VAN BUREN

ALL EDITIONS

Concealed Controls On Bendix

Front row, concealed controls are one of the features of the 1955 Bendix tumble-action washers, it was reported by Appliance Distributors, Bendix representative in Phoenix.

A "Tip Top" laundry guide is located on the interior of the hinged panel. When lowered, the panel hides the controls and makes the entire top of the unit a usable work surface.

A fully automatic Bendix washer is one of the prizes in the Happy Homemaker Washer Contest which opens today. The contest is sponsored by The Arizona Republic and The Phoenix Gazette in conjunction with retail dealers and the Appliance Merchandisers Association.

THE LAUNDRY guide on the hinged top of the Bendix tumble-action washers places before the users' eyes complete operating instructions for soaking as well as washing. It also contains complete information on water conditioning. The tumble-action Bendix also features the Bendix "Magic Heater" to make wash water hotter, the company reports.

A "Water Miser" permits adjustment of water to limit the quantity of water in use, the company pointed out, and a timer-control makes it possible for the operator to select varying lengths of washing time.

The Bendix line includes the electric Duomatic all-in-one washer-dryer, the gas version, and the Bendix automatic ironer.

A NEW AGITATOR washer has been added. It is a fully automatic unit known as the WEA.

The Bendix line also includes a new automatic dryer aimed at the mass market. It comes in three models: electric, constant-pilot gas, and automatic ignition gas.

The new Bendix dryer is functionally identical with previous models, the company reported. By substituting a plain door for the Bendix "jeweled porthole" with its more intricate latch and by eliminating extra chrome trim and the back control panel, substantial savings have been accomplished, it was explained.

BENDIX decided upon a lower priced dryer because the Bendix Duomatic, which both washes and drys, had eliminated the need for matching Bendix washer and dryers, according to J. L. Armstrong, general sales manager for Bendix.

In producing the lower priced dryer, the company is aiming at a market of some three million owners of previously produced Bendix washers, Armstrong reported. He said that marketing history shows that a high percentage of washer owners buy the same brand dryer and said that "Bendix is going to make it easier for millions of Bendix washer owners to do so and also strongly appeal to other millions."

THE INSTANTANEOUS ignition system of the Bendix gas clothes dryer has a slightly higher initial cost in comparison to Bendix constant-pilot gas model dryer, he said, but costs less to operate. The constant-pilot model consumes about 1,000 BTU a day when not in use.

In the recently completed Happy Homemaker dryer contest, sponsored by The Arizona Republic and The Phoenix Gazette, a Bendix automatic dryer was won by Mrs. Edna K. Snyder, 804½ E. Indian School Road.

Laundry Guide When the hinged panel which conceals the front-row controls of the Bendix tumble-action washer is raised, it reveals complete operating instructions and information on water conditioning. When closed, the panel covers the controls and makes the entire top of the washer usable as a work surface. A Bendix automatic washer is one of the 15 prizes in Happy Homemaker Automatic Washer Contest which opens today.

Kenmore Features Two-In-One Washer

A new automatic washer which is actually two washers in one highlights Sears, Roebuck and Co.'s 1955 Kenmore line, according to J. L. Brannon, manager of the Phoenix store.

Called "Cycla-Fabric," the new automatic washer is a two-cycle operation. One is for regular washing. The second and new cycle is for gentle washing required for modern fabrics.

A Kenmore automatic washer is one of the 15 prizes at stake in the Happy Homemaker Washer Contest which opens today under the sponsorship of the Arizona Republic and Phoenix Gazette in conjunction with retail dealers and the Appliance Merchandisers Association.

On the new Kenmore "Cycla-Fabric" the operator simply dials "Modern Fabric" when washing delicate items such as those made of nylon, dacron or acetate. This setting provides a shorter cycle with slower agitator and spin-dry speeds.

"THE WASHING action provided by the modern fabric cycle of Sears's new Kenmore washer is as close to hand washing as you can get," said Brannon.

Other features of the new unit include three-level water control —low, medium or high. This saves up to 12 gallons of water in the washing and rinsing operation. This model is also available with Sears's exclusive automatic Suds-Saver which permits further substantial savings of hot water and detergents.

Correct water temperature for various fabrics is controlled by a dial marked "Warm—Medium—Hot."

A COMPANION PIECE in appearance, size and new convenience features, the 1955 line of Kenmore automatic "High-Speed" gas or electric dryers cuts the usual drying time from 50-55 minutes to approximately 26 minutes, Brannon reported.

He said that to accomplish this saving in time, Sears engineers designed a larger fan plus a new super-efficient heating system that provides 125 per cent greater airflow through the rotating drum of the appliance.

A Kenmore automatic dryer was won by Mrs. Ronald Cummings, Yarnell, in the recent Happy Homemaker dryer contest.

AS IN THE "Cycla-Fabric" washer, the new Kenmore dryers feature a special setting on the illuminated drying-time dial for the delicate handling required for today's synthetic fabrics.

On a second lighted dial, the operator sets the desired temperature and air control for various fabrics. The settings are "High—Medium—Warm—Low—Air." The last named is a new setting for giving forced air for tumbling without heat.

Both the "Cycla-Fabric" washer and the "High-Speed" dryer lines were designed by the industrial design firm of Sundberg-Ferar, in collaboration with Sears.

DON'T OVERLOAD WASHER

Both automatic and conventional washing machines will launder most efficiently if you don't overload them. The Norge Home Institute suggests mixing a maximum of two sheets with smaller articles in one washer load.

Two-In-One Sears, Roebuck and Co.'s 1955 "Cycla-Fabric" automatic washer is called "two washers in one." Regular washing is handled by one cycle and the other with reduction in speed and time, is for fragile fabrics. A Kenmore automatic will be one of the prizes in the Happy Homemaker Washer Contest which opens today.

FACTORY AUTHORIZED SALE!
Limited quantity

LOWEST PRICE EVER
For a fully automatic washer!

only $189.95
And your old washer
Reg. $229.95 Value

For a genuine 1955
BENDIX FULLY AUTOMATIC
ECONOMAT WASHER

easy terms!
PAY AS LITTLE AS $2.25 per week

Washes, rinses, drains, damp dries, shuts itself off . . .
all automatically!
Outperforms any other Agitator Washer because only Bendix has the
FLEXIBLE WONDERTUB

POWERFUL . . .
undertow water action pulls suds and clothes down into activated water.

FLOATAWAY-FLUSHAWAY DRAINING
never lets dirty water drain back through clean clothes
DIRTY WASH WATER GOES: OUT THE TOP AND OUT THE BOTTOM!
As the sides close in, light soils and soap scum are floated away through the hollow agitator post.
At the same time heavy soil settles to the bottom and is flushed away through the base of the agitator.

EXCLUSIVE . . .
vacuum drying removes excess water safely . . . no broken buttons . . . no pulled seams.

LIBERAL TRADE-IN ALLOWANCES
Always FREE Parking

2 GREAT STORES IN PHOENIX
Traders
COMPLETE HOME FURNISHERS
1414 E. Van Buren Ph. AL 6-7825
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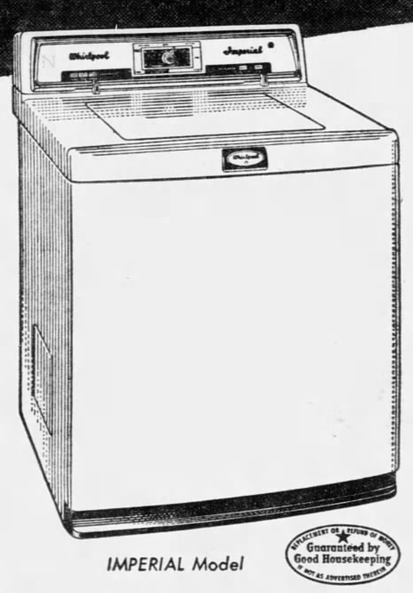
FREE DELIVERY
within 200 miles of Phoenix!

OPEN TODAY 1 to 5
Open to 9 P.M. Tuesday, Wednesday and Thursday Nights . . . Other week days open from 9 A.M. to 6 P.M.

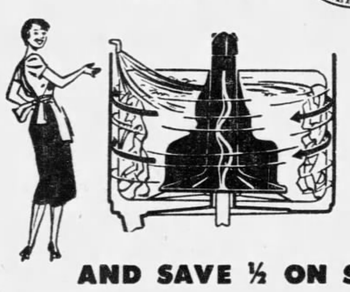
Here's the INSIDE STORY-why Whirlpool washes clothes SO CLEAN!



AGIFLOW WASHING
Scientifically designed new Surgilator is balanced with size and shape of the tub . . . creates surging, swirling, busy-water currents that loosen and remove every speck of soil; thorough — and yet so gentle!

FREE-FLOW DRAINING
Drains water away from clothes — not through them! Water flows through 1,199 openings — most efficient draining ever devised!

IMPERIAL Model
Guaranteed by Good Housekeeping



SEVEN RINSES
Chase away all trace of suds and soil — yet use less water. Most thorough rinsing known — leaves clothes clean, sparkling bright!

AND SAVE ½ ON SOAP AND HOT WATER WITH EXCLUSIVE BUILT-IN, AUTOMATIC SUDS-MISER

Whirlpool
IMPERIAL Fully-Automatic All Fabrics Washer

A MODEL FOR EVERY BUDGET

PLUS ALL THESE WONDERFUL WHIRLPOOL FEATURES!
3-Temperature water selection, Guide Lite control, Select-A-Level water control, Delicate Fabric guide, Porcelain Top and tub, Giant capacity, Germicidal lamp, Dual Cycle-Tone, 5-Year Warranty on sealed-in transmission — all the features most wanted by most women!

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Tempe
Joe Moore Plumbing
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Mitchells Furniture

ALL EDITIONS

Easy Spiralator Has 'Master Mind' Dial

The Easy Spiralator automatic washer, one of the prizes in the Happy Homemaker Washer Contest opening today, features a "Master Mind" dial which permits two separate automatic washing cycles, according to Graybar Electric Co., Inc., Easy distributor.

One of the cycles is for regular fabrics and the other for fine fabrics. The "Master Mind" dial permits full selectivity for any part of either wash cycle, the company said. The tub fills automatically.

THE PATENTED Spiralator washing action has spiral vanes which move the clothes in a constant spiral path, assuring uniform cleaning. The Spiralator has a baked-on plastic finish to protect delicate "miracle fabrics."

A "water-temp" switch allows hot or warm water selection on the regular fabrics cycle, it was stated, and limits hot water use to approximately 13 gallons during the fine fabrics cycle.

The Easy Spiralator has a self-cleaning feature, the company declared: A sediment rejector which automatically removes accumulated heavy soil from the bottom of the tub by jet action.

A FLUID power feature reduces spin speed when off-balance loads occur, limiting the amount of power transmitted to the spin shaft so that snubbers can dissipate vibration energy. Snubbers also keep spinning wash tub centered, and the free-floating mechanism includes a rubber-cushioned drive unit that eliminates the need for washer bolt-down.

The modern instrument panel is out of the children's reach. It has a chrome and gold trim. The lid is aluminum with invisible, rustproof, stainless-steel hinges.

The washtub is porcelain enamel and he outer tub, housing the washtub, is porcelain enamel inside and out. It is self-cleaning. The cabinet is of one-piece steel wrap-around construction finished in white three-layer Easy-namel. The cabinet trim is chrome.

THE LOAD capacity is 8 pounds, dry weight, with total cycle time for regular fabrics reported at 27½ minutes, and total cycle time for fine fabrics at 15½ minutes. These figures are said to be maximum for fill, wash, spin, spray rinse, deep overflow rinse with Spiralator agitation. and spin dry.

The Easy Spiralator automatic washer has a matching new Easy automatic clothes dryer with a temperature selector switch and automatic timer dial which the company says assures the right heat for either regular or fine fabrics. The dryer comes in both electric and gas models.

Water Cleaner Removable filter on the activator post of the new 1955 General Electric automatic washer serves as a detergent dispenser and filters lint out of clothes during wash cycle. It is part of the new G-E Filter-Flo washing system, which cleans and recleans wash water. A G-E automatic is one of the 15 prizes in the Happy Homemaker Washer Contest opening today.

Spiral Action This Easy Spiralator automatic washer will be one of the prizes in the Happy Homemaker Washer Contest which opens today. Governed by a "Master Mind" dial, it has two separate spiral action washing cycles, the company reports. One is for regular fabrics and the other for the new, fine fabrics.

GE Automatic Features 'Filter-Flo' System

The 1955 General Electric automatic washer introduces a new Filter-Flo washing system which cleans and recleans the wash water during the clothes washing cycle, it was announced by Arizona Wholesale Supply, the G-E distributor.

A General Electric automatic washer is one of the 15 prizes which will be awarded in the Happy Homemaker Washer Contest sponsored by The Arizona Republic and Phoenix Gazette. The contest opens today.

IN THE Filter-Flo system, wash water constantly overflows from the wash-basket during the washing cycle, carrying away soap scum, lint and light particles, the company reports. The water is then pumped up to pass back into the wash-basket through an aluminum filter placed on the activator spindle. This filter removes lint and light particles from the recirculated water.

Lint haze, which dulls and discolors bright colors, is virtually eliminated through use of the filter, G-E states. There is no build-up of lint from load to load. Heavy sand and silt are automatically ejected from the bottom of the wash-basket by the action of the activator. Heavy particles settle into a sump in the outer tub and are flushed away as the spin cycle begins.

THE WASH water recirculates five times during the fourteen-minute wash cycle, constantly passing through the filter into the wash-basket. The Filter-Flo system, by recirculation of water, eliminates the need for built-in overflow rinses which require additional water, the manufacturer declares. At the end of the wash cycle, the wash-basket spins, forcing suds and soapy water up and away from the clothes over the sides of the basket. No soapy water drains through the clothes.

One big advantage of tthe new Filter-Flo system is said to be the added clothes capacity it makes possible. Since the constant circulation of water keeps the wash-basket filled to overflowing, it is possible to wash a larger load than with former models. The new washer holds up to 10 pounds of normal clothing, G-E states, and as much as 12 pounds of heavier fabrics.

On small "in between" loads, however, it is possible to save water. A "Water-Saver-Control" pushbutton enables the user to select any amount of water from 17 gallons down to 11 gallons. After washing a small load, the machine resets itself. On the next washing it will automatically fill to the correct full-load level.

THE EASILY removable aluminum filter on the activator post fills another important function. In addition to filtering out lint and light soil particles, it is used as an automatic dispenser for detergents, powdered bleach, or powdered bluing. As the filtered water pours down into the wash basket, it carries dissolved detergents right into the laundry. No lumps are reported to get into the clothes to stain or discolor them.

Operating instructions for the G.E. Filter-Flo automatic washer are permanently filed on the inside surface of the top-opening washer lid for easy reference. The lid has concealed hinges.

FLEXIBLE push-button controls permit the user to stop, skip, extend or repeat any part of the washing cycle. This is especially advantageous in laundering the new synthetic fabrics and heavily soiled or extra heavy clothing. The controls and lighted cycle dial on the asymmetric design of the washer are styled to match the new G-E Dryer Conditioner. The cover and lid are finished in porcelain enamel that is resistant to acid and alkali stains.

Automatic Washers Mean More Leisure

The fully automatic washing machine has probably done as much to "liberate" women as anything that has happened since the U.S. Constitution was amended in 1919 to give the fair sex the vote.

This is particularly true when an automatic washer is accompanied by an automatic dryer.

The automatic home laundry has chased washday Monday right out of the home. It gives the housewife and mother a more flexible schedule and by so doing widens the whole sphere of her activities. It gives her more time for the enjoyment and education of her children, more time with her husband, more time for her friends, for hobbies, and for cultural and civic pursuits.

SOILED CLOTHING and linens continue to collect in a hurry, but the automatic home washer makes it unnecessary to invest energy and time in long, tiresome washing procedures. It will wash, rinse, and damp dry her clothes automatically.

And if she operates it in conjunction with an automatic dryer and ironer — a full automatic laundry operation—she has taken practically all of the drudgery out of washing and reduced the time required to the absolute minimum. She is almost completely free to market, cook, care for the children, and participate in activities outside the home.

One of the great joys in using an automatic washer is that white clothes, colored clothes, shag rugs, or heavily soiled work clothes can be washed whenever the homemaker wants to do the job. There is no need to wash white clothes first and heavily soiled clothes last. In the automatic washer the soil is all flushed away as each load is washed and rinsed, leaving both clothing and washer sparkling clean.

THE MODERN automatic washer not only washes, rinses, and damp dries clothing, but it can also be used in starching, bleaching, bluing and tinting of clothing and linens. The automatic will wash baby's delicate clothing and regular washings, and it will also do an excellent job of cleaning heavily soiled articles of clothing.

give yourself a BREAK

from back-breaking drudgery . . . .

AN AUTOMATIC LAUNDRY TAKES THE WORK OUT OF WASHDAY

Take a break–relax on washday while your automatic washer does the work for you. You'll save many hours each month when you let an automatic washer do the scrubbing, rinsing and wringing. And, what's more, an automatic washer will get your clothes sparkling clean for just a few pennies each washday.

Be sure to visit your favorite AMA dealer during the Happy Homemaker Washer Contest. Get the details and your entry blank in this newspaper.

Appliance Merchandisers Association

BUY where you see the AMA emblem displayed

GUARANTEED

TO WASH YOUR CLOTHES CLEANER, BRIGHTER AND EASIER . . . OR YOUR MONEY BACK!

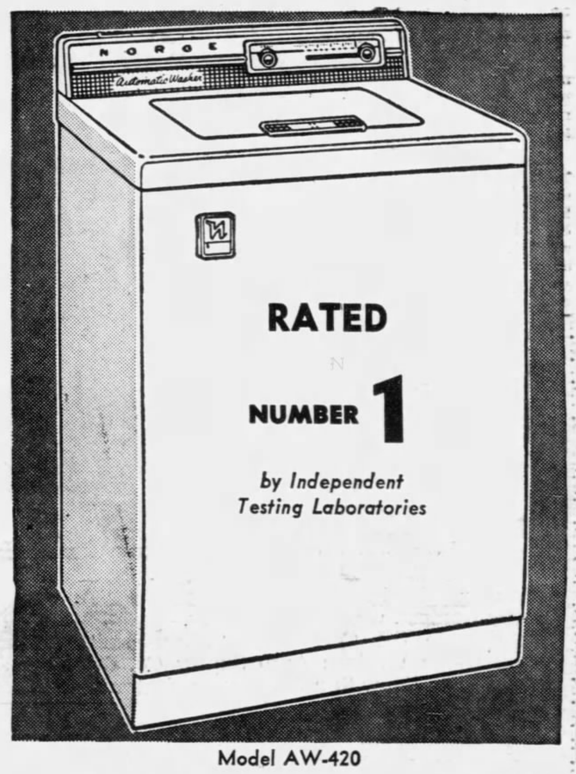
NORGE

TIME-LINE

AUTOMATIC WASHER

The Norge Time-Line Washer is completely automatic from fill to finish. Just set the exclusive Time-Line control, and your washday work is over!

Norge's double 4-vane agitator produces gentle, thorough wave wash action to get clothes cleaner by actual test. Positive 5-way rinse action rinses clothes whiter and brighter. Tangle-free super spin forces water out of tub in seconds, is super-gentle even for delicate lingerie.



Model AW-420

WAS $279.95

NOW $239.95

PLUS

. . . additional TRADE-IN ALLOWANCE for old washer

• Low Down Payment • Easy Terms

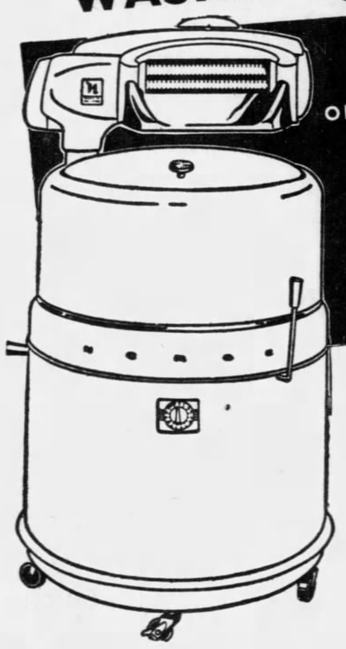
Guaranteed by Good Housekeeping — Replacement or Refund of Money if Not as Advertised Therein

Good Design

GUARANTEE

Use the Norge Time-Line Washer and Dryer in your home for 30 days. Then, if you are not completely satisfied, we will take them back and refund your money. Only Norge makes this unconditional money-back guarantee.

NORGE WASHER SAVE $30.00 OFF REGULAR PRICE WAS $169.95 NOW $139.95



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Brown's TV and Appliances, 814 N. 35th Ave.
Smith Furniture Co., 1250 E. Van Buren
Barra's Home Supply, 215 E. Dunlap
Northwest Furniture Co., 5034 N. 19th Ave.

TEMPE
Edison Electric

MESA
Valley Radio

CHANDLER
Sutton Appliance Co.

CASA GRANDE
Jones Furniture Co.
Fab's

FLORENCE
Florence Gas and Furniture Co.

GLENDALE
Thomas E. Coury Co.

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Lynae FurnitureCo.
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SUPERIOR
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GLOBE
Globe Electric Co.

SAFFORD
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KINGMAN
Mohave Radio and Electric

MIAMI
Copper State Electric

DOUGLAS
McLendon's Refrigeration

NOGALES
Raptis P and W Radio Appliance

PRESCOTT
Electric Supply Co.

Push-Button Control Features Coronado

The new 1955 Coronado automatic washer, one of the prizes in the Happy Homemaker Washer Contest which begins today, is operated by push button controls, it was announced by Al Merenes, Western Auto Supply Co.

"The new Coronado makes it possible to save on hot water and still use clean water for every load," Merenes declared. "The 1955 automatic uses only 16 gallons of hot water for a full load."

Manufactured and distributed by Gamble-Skogmo, Inc., of Minneapolis, Minn., the Coronado has a new "Flo-matic" tub design which eliminates wear on the washer due to unbalanced loads in the tub, Merenes said.

FROM THE engineering standpoint, he declared, the best known Coronado feature is probably the machine's fluid-drive, a patented means of transmitting the power of the unit smoothly and evenly in such a way as to "act as a cushion to absorb shock."

Patented floating power, he added, made Coronado one of the first washers that required no bolting to the floor.

The entire wash cycle of the new Coronado is controlled by push button automatic action, Merenes explained, stating that Coronado's "Clean-Flex" washing system gives "four-way action with a snag-free Bako-lite four-vane agitator."

Other Coronado features, Merenes reported, are a self-cleaning sediment trap that carries away dirt and grime, and a solid "Sani-tub" with overflowing rinse that goes over the tub top, never draining back through the clothes.

THE CORONADO can be safely used in laundering nylon fabrics and washable wool blankets, Merenes said.

Coronado automatic washers have matching electric dryers in which constantly controlled temperature dries up to 18 pounds of clothes in 30 to 60 minutes, he declared. Like the washers, they have Duralux enamel exterior finish.

Western Auto Supply Co. stores participating in the Happy Homemaker Automatic Washer Contest are located in Phoenix, Mesa, Tempe, Glendale, Miami, Globe, and Chandler.

Push Button A Coronado automatic washer like the one pictured above will be given as a prize in the Happy Homemaker Automatic Washer Contest, which starts today. Push button controls operate the Coronado's "Clean-Flex" washing system which Western Auto Supply Co. describes as "four-way action with a four-vane agitator."

New Development The 1955 Kelvinator automatic washer features a two-cycle development. Regular family loads, at top, or small mid-week occasional and fine fabric loads, bottom, operate on complete and separate cycles. Fine fabric cycle is reported excellent for newer man-made fibers like dacron and nylon. Both cycles are fully automatic. This new Kelvinator is one of the prizes in the Happy Homemaker Washer Contest opening today.

Kelvinators Have 2-Cycle Operation

Kelvinator has introduced a new two-cycle automatic washer, with the second complete and separate cycle scientifically designed to handle today's new, fine synthetic fabrics.

H. L. Travis, Detroit, manager of retail distribution and laundry products, said the new washer incorporates one cycle for regular loads and the second for fine fabrics or small loads.

Electrical Equipment Company is the Kelvinator distributor and this new Kelvinator is a prize in the Happy Homemaker Washer Contest sponsored by The Arizona Republic and The Phoenix Gazette. The contest begins today.

"Research has shown that the increasingly popular man-made fibers like dacron and nylon require less water and gentler handling, especially when they are wet and most susceptible to damage," Travis said.

"The fine fabrics cycle incorporates variations from the regular cycle every step of the way," he continued. "They were specifically designed for proper laundering of fine synthetics.

"THE FINE FABRICS setting on the control dial not only shortens the operating time, only, without further adjustment, it also provides a shorter fill of water, briefer agitation, shorter and gentler rinsing, and reduced spin-period. All this results in important savings in water, soap and time. Gentler agitation makes for complete washing safety, even for the finest fabrics. In effect, the new Kelvinator is two automatic washers in one."

Travis said the washer also incorporates two new lighting features: a full-width fluorescent light that gives the user adequate lighting on the work-surface top for sorting her laundry by color and fabric; and "Tel-a-Fabric" signal lights that eliminate guesswork by showing clearly the washing cycle selected. Washing cycles are controlled by a single "all-fabric dial." Separate temperature control permits selection of hot or warm water for either cycle.

The matching Kelvinator dryer features low safe heat and high air velocity for safe drying of even the most delicate fabrics, a control dial graduated up to 120 minutes, and a bell signal that tells when the dryer has completed its cycle.

Motorama Laundry Frigidaire automatic washer is seen with matching dryer n "Kitchen of Today," part of 1955 Motorama show of General Motors. TV set on swivel can be seen from patio or laundry. On left is kitchen planning desk, vanity, and sewing center. A Frigidaire automatic will be one of the prizes in the Happy Homemaker Washer Contest.

Power Firm Offers Hints For Housewife

The electric or natural gas meter on the outside wall of the home entitles the homemaker to a number of "extras" in the way of service, the Arizona Public Service Co. reports.

Available to all Public Service customers, these extras include complete information about appliance operation, meal preparation, laundry planning, and other homemaker problems.

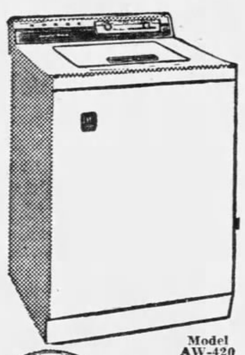
COVERING A service area of approximately 40,000 square miles, the company's home service department representatives, under the direction of Ruth D. Kruger, made a total of 80,390 customer contacts in 1954. This averages 6,184 contacts for each of the 13 division and district representatives.

A total staff of 15 qualified home economists makes up the department, the company reports, and all of the company's 252,506 electric and natural gas customers can call upon them for assistance.

In addition to helping homemakers with their individual homemaking problems, Public Service home service advisors assist in appliance shows and present many cooking schools each year.

CHIC MYERS • HOUSE OF TELEVISION

NEW 1955 NORGE
WASHERS! DRYERS!



Model AW-420

Offering KING SIZE Trade-Ins
NORGE Time-Line
AUTOMATIC WASHER
Just Set It and Forget It!
Push Button Control
Model AW-405, Only— $168.00
Model AW-420 (Was $279.95) Now.....$239.95
Conventional Washer .....$ 99.95

NORGE DRYER BEST BUY Model AE-600..... $149.95

Washers • Ranges • Refrigerators

CHIC MYERS
HOUSE of TELEVISION
E. Van Buren at 16th St. Phone AL 8-7768

• BANK FINANCING
• INSTALLATION!
• REPAIRS!

OPEN 9 to 9 • SUNDAYS 1 to 5

We don't believe in work for Women

and we can PROVE IT with the
Apex MATCHED LAUNDRY SET
. . . with Magic Cycle-Guide Lights!

Apex WASH-A-MATIC has the famous SPIRAL TUB AGITATOR . . . Washes ALL Fabrics Safer, Gentler, More Economically!

It's the most economical of all automatic washers! Saves detergent, saves hot water, saves time with the shortest automatic cycle of them all.

The Spiral Tub Agitator is Molded of Life-time Fibre-Glass

1st Payment May 5th

APEX PRICES BEGIN AT $119.95

NO MONEY DOWN WITH YOUR OLD WASHER

SIMMONS APPLIANCE
1670 Grand Ave. AL 8-7453

YOU'LL BE SWEPT OFF YOUR FEET!

Let a new Automatic Washer sweep you off your feet and right into an easy chair on wash day. Put an end to the backbreaking toil of changing clothes from tub to tub. End the weekly tug of war between you and the wringer rolls.

You can end the drudgery and at the same time have cleaner, brighter, whiter clothes when you wash the easy, modern automatic way.

Hurry to your nearest appliance dealer today and let him show you how easy it is to own one of these modern servants.

PROGRESSIVE ELECTRIC SERVICE
SALT RIVER POWER DISTRICT

SUPPLYING DEPENDABLE LOW COST ELECTRICITY IN THE SALT RIVER VALLEY

Shop Sears Monday and Thursday Evenings Until 9 p.m.-Buy Your New Kenmore During

SEARS ROEBUCK AND CO.

NATIONAL HOME LAUNDRY MONTH!

Kenmore has... PUSH-BUTTON SELECTION

Now you have a water temperature, a water level, or a drying temperature . . . right at your fingertips. Push-Button Control is fully automatic. Water depth selection for full or partial loads . . . lets you conserve hot water, detergent . . . Temperature selection protects delicate fabrics. See the Kenmore Automatic Washer and Kenmore Electric Dryer at Sears.

Kenmore has... HANDY VISI-DIAL CONTROL

Big, beautiful, easy to read and set. Fully illuminated . . . tells at a glance what phase of operation the Washer or Dryer is in. Just set it . . . forget it. Visi-Dial automatically controls all cycles . . . is fully flexible to let you stop, shorten, lengthen any phase.

Shows washing progress at a glance. Buy your new Kenmore now at Sears!

SAVE 40.00!

Regular 264.95 Kenmore

Automatic WASHER

Includes Normal Installation

224.95

$10 Down

on Sears Easy Payment Plan

Automatic Suds-Saver Model 244.95

Kenmore with exclusive Roto-Swirl Agitation Action gives you AUTOMATIC ALL-FABRIC WASHDAYS! Sparkling whites, bright colors and even rayons, nylons and acetates wash cleaner in the Kenmore. Roto-Swirl rotates the clothes in thousands of swirling currents . . . washes thoroughly, gently!

Low Priced Kenmore

Automatic ELECTRIC DRYER

189.95

10.00 Down

on Sears Easy Payment Plan

The dryer that gives you 365 "Sun-Days" a year . . . automatically! Clothes dry fluffy, sunshine-sweet and wrinkle-free! Kenmore drying actually cuts your ironing time one-third. Saves you from the back-breaking work of hanging an taking-down clothes, too! 9-lb. drum dries largest loads, convenient Load-A-Door. Visi-Dial and Push-Button controls.

More Proof You SAVE at SEARS!

Completely Work-Free Washdays with Your

New Kenmore Automatic

REGULAR 209.95
NOW SAVE 10.00!

199.95

$5 Down

on Sears Easy Payment Plan

Kenmore Automatic with Suds-Saver 219.95

Why wait to enjoy the ease and convenience of Automatic Wash Days? Sears low price is only a few dollars more than an ordinary washer! All you do is set it and forget it. Kenmore does the rest! Easily handles big 9-lb. family-size washes. Agitator action gets clothes cleaner! Don't wait any longer . . . take advantage of Sears low price now . . . you'll be glad you did!

1 Gentlest Washing Action for Even Sheerest Nylons

New slower agitator speed washes even nylon hosiery. No more hand-washing ever.

2 Wash Denims, Even Rugs with Regular Speed

Regular agitator speed for cottons, linens and wools.

New! Two-Speed All-Fabric Washdays! Kenmore Cycla-Fabric

Automatic WASHER

Kenmore is actually two washers in one! New Cycla-Fabric action—new slower speed for modern fabrics, regular speed for heaviest fabrics. For new washday freedom, new leisure, new savings, buy the great new 1955 Kenmore today!

284.95

$10 Down

On Sears Easy Payment Plan

LOWER PRICES - - MORE FEATURES

Two dials control water-temperature, level-selection.

Family-size, porcelain enameled 9-lb. tub.

Suds-Saver... save 50% on water, detergent.

Roto-Swirl agitator rotates, swirls. Gets clothes cleaner.

Better Buy at Sears for a Better Buy

- ★ Buy Nationally Advertised Kenmore Home Laundry Appliances from Sears, a Trusted Name for Over 68 Years
- ★ Guaranteed Highest Quality Products with the Most Wanted Features at the Lowest Prices
- ★ Use Sears Easy Payment Plan . . . It's Fair and Equal to All
- ★ Satisfaction Guaranteed

Prompt, Efficient, Economical Sears Service Always as Near as Your Phone

For Service, Call: AL 8-6211

New Ironing Ease . . . Kenmore

Tip-Toe-Matic Ironer

Zip through your ironing in a jiffy with this feature packed Kenmore! Has big 26-in. roll, two roll speeds, both fingertip shoe and press controls plus push-button heat. Safety release.

199.95

$5. Down

on Sears Easy Payment Plan

Be sure to clip this coupon and save

SERVICE REPAIR SPECIAL 50c

This coupon is worth 50c on any service or repair job for Kenmore Washers or any Sears major appliance.

PHONE AL 8-6211 for Sears service. Present this coupon to repair man. I to customer. Limited time only.

You May Win A FREE Automatic Washer! Enter The

"Happy Homemaker" Washer Contest Now!

Bring Your Happy Homemaker Coupon to Sears for Validation! See a demonstration of the New Kenmore Automatic Washer.

"Satisfaction guaranteed or your money back" **SEARS**

Adams at Second St. Phoenix, Phone AL 8-6211 ★ **21 North Macdonald Mesa, Phone WO 4-4527** ★ 2 Hour FREE PARKING $1. Minimum Purchase

ALL EDITIONS

'Laundrofile' Is Latest Feature Of Westinghouse Automatic

One of the features of the new 1955 Laundromat, the Westinghouse automatic washer, is a "Laundrofile," according to the distributor, Westinghouse Electric Supply Co., Phoenix.

ALWAYS AT hand, the "Laundrofile" tells the homemaker how to wash and dry any fabric.

The 1955 Laundromat incorporates the "new way to wash," the patented Westinghouse "Agi-Tumble" action, introduced last year and reported to be one of the greatest major changes in automatic washing in over a decade.

A Westinghouse Laundromat will be one of the 15 prizes in the Happy Homemaker Automatic Washer Contest sponsored by The Arizona Republic and The Phoenix Gazette in conjunction with retail appliance dealers and the Appliance Merchandisers Association.

Laundromat features the "Weigh-to-Save" door with look-in feature to help the user select the proper amount of water and detergent; a "Water-saver" dial, and a flexible control for starting, stopping, and repeating or eliminating any portion of the washing cycle to meet the demands of any type of clothes or fabrics, the company reported.

LAUNDROMAT HAS a twin, a deluxe electric clothes dryer. It features time and temperature controls, and has a heat selector dial which permits the operator to select regular, low or no heat settings for drying any fabric.

A three-way dry dial can be set for dry, damp dry or any time setting up to three hours. In combination with the heat selector dial, it gives complete control of all drying needs including the new synthetic fabrics, Westinghouse reports.

The Laundromat automatic washer is reported to have many unusual uses, such as washing women's or children's storm boots.

Buckles should be removed and excess mud scraped off. Only one pair of velour or rubber boots should be loaded at a time. Two or three pairs of rubber galoshes or toe rubbers can be laundered at once. Drying should be done away from heat with the footwear stuffed with newspaper.

THE COMPANY reports that the Westinghouse Laundromat is excellent for use in dyeing fabrics. It recommends an ample supply of hot water—not less than 140° F. The Westinghouse Home Economics Institute advises that the homemaker should not attempt to dye more than one garment or its equivalent or more than one pair of drapes at a time.

The Laundromat has a flexible control dial that can be started or stopped at any point and the institute makes the following recommendations for dyeing materials: wet garment or material with machine set at "rinse," remove garment and fill machine with hot water, then stop machine and add dye solution that has been dissolved in very hot water; start washer and allow dye to become thoroughly distributed in water; stop washer again, add garment and start machine. When control dial reaches "warm" setting, stop Laundromat and add one cup of coarse salt to set the dye; let machine continue its cycle to end.

In dyeing, any special instructions by the manufacturer should be observed. After dyeing, material should be taken and hung in a breezy, shady spot to dry. It should not be dried near heat. If dried indoors, a fan should be used at either end of the line. Should rubber liner of machine become discolored, wipe it immediately with a cloth saturated in a weak solution of Clorox, the institute advises.

WESTINGHOUSE models include the custom Laundromat washer and matching electric clothes dryer. Both are fully automatic.

The custom Laundromat also features the "Agi-Tumble" washing action that Westinghouse says combines agitation for cleanliness and tumbling for gentleness. It will wash a full nine-pound load of clothes at one time.

Time settings on the control dial of the custom clothes dryer provide for complete control of all types of drying.

A Westinghouse dryer was won by Mrs. H. Delmar Layton, Mesa, in the recently completed Happy Homemaker automatic dryer contest. The washer contest opens today.

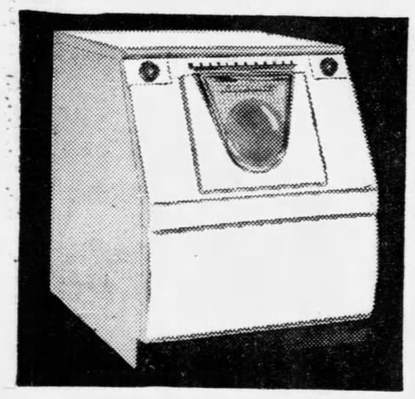
Laundrofile Built-in instruction booklets called the "Laundrofile" feature the new 1955 Westinghouse Laundromat, one of the prizes in the Happy Homemaker Automatic Washer Contest opening today. Located at fingertip reach on the backsplasher, at top, the "Laundrofile" contains all necessary washing instructions, including special techniques for new miracle fabrics. Also featured, bottom, is "Weigh-To-Save" door and "Water Saver Dial."

Appliance Sales Top $1 Billion

In 1954, for the second time in history, American housewives bought more than $1 billion worth of home laundry appliances.

Combined industry-wide sales of automatic and wringer type washing machines, clothes dryers, and automatic irons amounted to $1,066,000,000 last year. In 1953, total sales of home laundry appliances were $1,019,000,000.

Compare
FEATURE-BY-FEATURE
and you'll choose the
Westinghouse
LAUNDROMAT®



WEIGH-TO-SAVE DOOR Weighs exact size of each load.

WATER SAVER Automatically measures amount of water to match size of load.

FLEXIBLE CONTROL Start, stop, or repeat any part of washing cycle at any time. And . . . you have 3 water temperatures.

AGI-TUMBLE ACTION Gentle, yet thorough. Washes everything clean . . . safely.

Here are other features you'll like . . .

SLANTING FRONT. Designed for your convenience. No bending, stooping, or heavy lifting with your Laundromat.

SELF-CLEANING. All sediment and lint are flushed away.

WARRANTY. Guaranteed to be free from defects for one year. Transmission is unconditionally guaranteed for five full years.

$319.95 YOUR OLD WASHER WILL MAKE THE DOWN PAYMENT

BUY ON OUR EASY PAYMENT PLAN

NEW STATE ELECTRIC COMPANY
ESTABLISHED 1910
214 WEST WASHINGTON • PHONE AL 3-5105

Free Parking for Customers at O'Neill's Auto Park, Third Avenue at Adams

We give you Proof—See for Yourself

LAUNDROMAT NEW WAY TO WASH
GETS CLOTHES CLEANER—KEEPS CLOTHES CLEANER

Be Modern . . . Live Electrically!

Model L-8 $319.95

We Will Validate your "Happy Homemaker" Contest Entry

Use the Coupon in this Section, Page 3

New Westinghouse LAUNDROMAT®
AUTOMATIC WASHER

Terms as low as $3.19 a week after small down payment

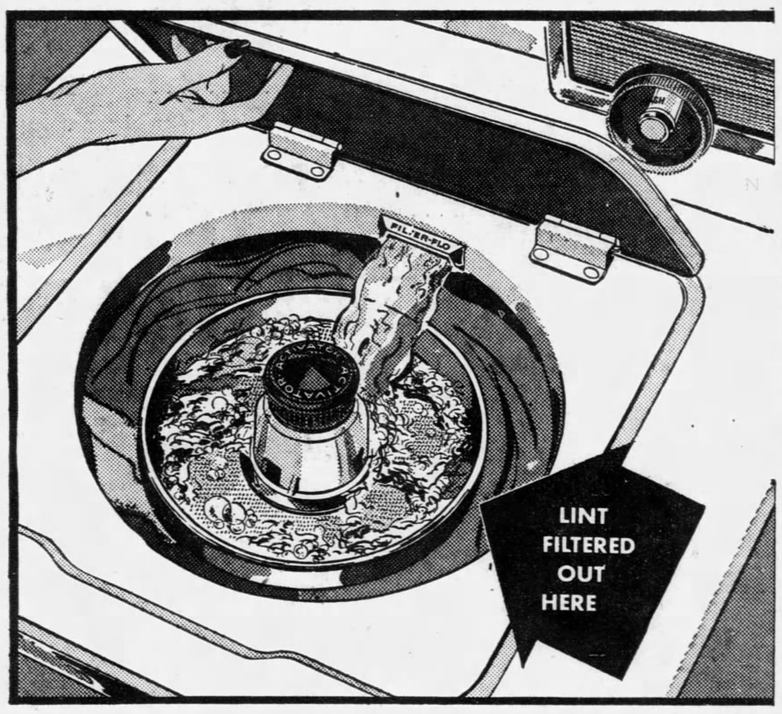
YOU CAN BE SURE...IF IT'S Westinghouse

CANNON & WATSON
4117 N. 7th Ave. CR 4-3694

NEW! G-E FILTER-FLO AUTOMATIC WASHER...

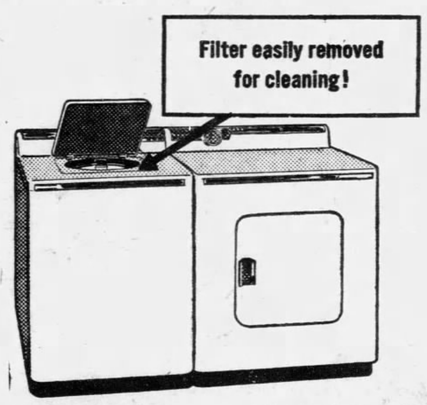
CLEANS and RE-CLEANS wash water to give you cleaner clothes!

- New filter REMOVES lint as you wash
- Sand and silt are flushed out at bottom of washbasket
- Plus 50% MORE CLOTHES CAPACITY than many other washers!



This new General Electric washer circulates and filters the water at the rate of six gallons per minute . . . to give you whiter, brighter clothes.

Big capacity, too! This G-E has 50% more clothes capacity than many other automatics. Water Saver Control lets you select any water level for small washes.

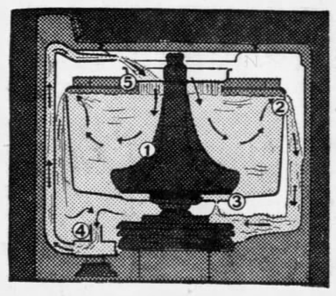


AUTOMATIC WASHER Model WA750M
AUTOMATIC DRYER Model DA623M

SEE THIS NEW G-E WASHER WITH ITS MATCHING DRYER

HOW THE NEW G-E FILTER-FLO SYSTEM WORKS...

1. Dirt loosens as clothes are individually dipped, flexed, and cleansed by G-E Activator® Washing Action.
2. Floating lint and soap scum are carried away as washbasket continuously overflows into outer tub.
3. Heavy sand and silt are flushed out here.
4. Pump continuously forces water up and through filter and (5) back into washbasket.



GE AUTOMATIC WASHER with FILTER-FLO Washing System
LOW DOWN PAYMENTS
EASY BUDGET TERMS

See an amazing demonstration of Filter-Flo Washing System today

AT ONE OF THE DEALERS LISTED

Authorized Dealer
GENERAL ELECTRIC APPLIANCES

AJO Phelps Dodge Mercantile Co.
BISBEE Phelps Dodge Mercantile Co.
BUCKEYE Simmons Appliance & Ref. Co. Western Auto Supply
CASA GRANDE Jones Furn. Co.
CAMP VERDE Wingfield Commercial Co.
CHANDLER Paul L. Sale
CLIFTON Phelps Dodge Mercantile Co.
DOUGLAS Phelps Dodge Mercantile Co.
FLAGSTAFF Harper Furn. Co.
GILBERT Inglish Elec. Co.
GLENDALE Merritt Appliance 43 North 1st St.
GLOBE Globe Elec. Co.
HAYDEN Hayden Home Supply
KINGMAN Wright Elec. Co.
MESA Paul L. Sale Economy Store
MIAMI Miami Elec. Co.
MORENCI Phelps Dodge Mercantile Co.
NOGALES Arizona Furn. Co. 124 Grand Ave.
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Cannon & Watson 4117 North 7th Ave.
Lee's Furniture 2046 Buckeye Rd.
Mehagian's 825 N. Central
Montgomery Ward & Co. 100 E. Adams
PRESCOTT Sam'l Hill Hdwe. Co.
SAFFORD East Arizona Tire Service
SCOTTSDALE Valley Sales & Service, Inc. Bratt's Tire & Home Appliance
SELIGMAN Olsen Chevrolet Co.
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SUNNYSLOPE Barras Home Supply 215 E. Dunlap
SUPERIOR Globe Electric Co.
TAYLOR Hatch Brothers
TEMPE Valley Appliance Store 16 E. 16th St.
TUCSON B & R Hdwe. Co. 934 E. Speedway
Dave Collen & Son 2829 Oracle Road
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Rebeils 3412 E. Speedway
WICKENBURG Pollay Elec. Co.
WILLIAMS Montgomery Furn. Co.
WINSLOW Burns Brothers

Authorized Distributor
ARIZONA WHOLESALE SUPPLY CO.
Phoenix, Arizona

Gambles WESTERN AUTO SUPPLY CO. In Eleven Western States

BRING YOUR COUPONS TO WESTERN AUTO...

Look! A 2-in-1 AUTOMATIC That's Safe for ALL FABRICS -- ALL AUTOMATIC CONTROLS

Free HOME TRIAL

- Four Rinses, 3 Sprays, 1 Deep Overflow
- Multi-Cycle Dial Control
- Magic Spin Balanced Tub, Less Vibration
- 4-Way Agitator Washing Action

A gleaming white and chrome beauty—gives tops in sanitary, thorough washing . . . greatest water economy. Fluid drive prevents motor overloading, uses less electricity. SEE IT . . . TRY IT . . . in your home . . . it's a revelation in labor saving and clothes cleanliness. 45-7135.

FIRST TIME SHOWN!

CORONADO 1955 Super DeLuxe WASHER

Thrilling in Both Styling and Performance — Buy on EASY TERMS

Save now on automatic pushbutton washer . . . Two washers in one . . . push warm water button for finer things, hot for work clothes. Handles 9-lb. load, will skip or repeat any part of cycle. Rinses four times, spins damp dry. Flo-matic tub, white Duralux exterior. 4-vane agitator. (45-7135)

$259.95
Less Your Big Trade-In Allowance
AS LOW AS $12.00 Per Month

Bring your 'Happy Homemaker' Coupon to the FOLLOWING WESTERN AUTO STORES:

IN PHOENIX: 247 N. 1st Ave.
5209 S. Central Ave.
2925 N. 24th St.
4342 N. 7th Ave.

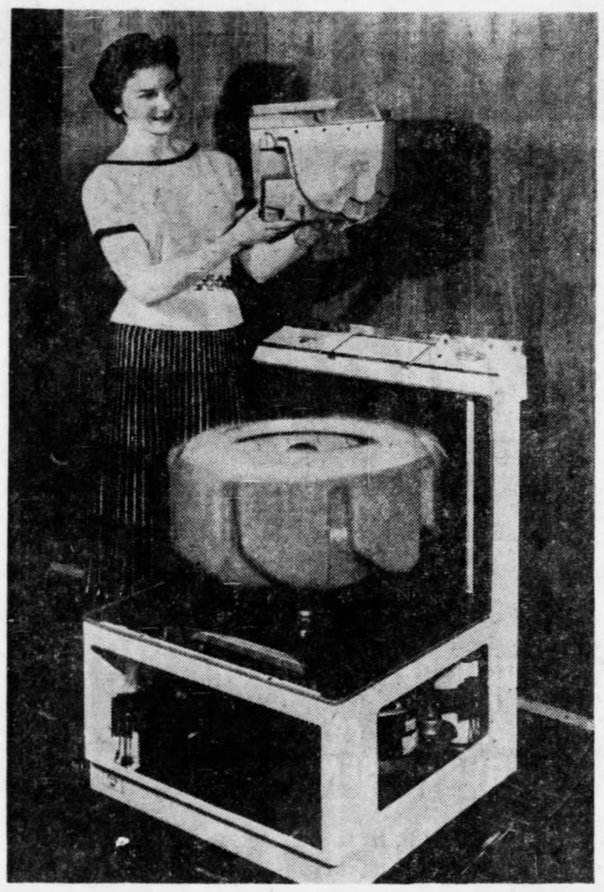
Also in Mesa, Tempe, Glendale, Miami, Globe, Chandler

WESTERN AUTO SUPPLY CO.

Guide For Each Type Of Cloth Is Feature Of Apex Automatics

Apex Electrical Manufacturing Co.'s 1955 line of automatic washers incorporates a cycle guide light control system that offers the homemaker an individual washing method for every type of fabric, according to the distributor, the Al Jennings Co., Phoenix.

One of these Apex automatic washers will be a prize in the Happy Homemaker Automatic Washer Contest sponsored by The Arizona Republic and The Phoenix Gazette in conjunction with retail dealers and the Appliance Merchandisers Association. The contest opens today.



Fibre-Glass Apex describes this Fibre-glass spiral tub agitator in the 1955 Apex Wash-A-Matic automatic washer as "light, gentle, but indestructable." A homemaker holds one section aloft while the rest of the mechanism is seen in cut-away as it pulsates 625 times a minute. Apex is one of the prizes in the Happy Homemaker Automatic Washer Contest.

FASHION-STYLED with a trim of golden hue, the new Apex Wash-A-Matic and the matching electric Sun-Glow dryer are 27 inches in width and depth, and 36 inches high. This twin-size innovation permits a flush, side-by-side installation in a minimum of space, the company reports.

The cycle guide-light control system, featured on both the Apex washer and dryer, makes it possible to operate the laundry equipment in a variety of ways, thus enabling the housewife to select the laundering method best suited for the type of fabric, the soil-condition, and for the amount of clothing to be washed or dried.

Leaders of the new Apex Wash-A-Matic line are models Sixty-10 and Sixty-11 which are regulated to individual washing requirements by a timer control knob and a temperature control switch.

WITH THE timer control any phase of the Wash-A-Matic cycle may be shortened, interrupted, bypassed, or repeated. For small loads of clothing, the housewife may save water and detergent by setting the timer to one-half water fill. If the kind of fabric or degree of soil requires less washing time than the regular 13-minute cycle, the period may be reduced as desired, the company declares.

Next to the timer is a temperature control switch that has a setting of hot and warm. This permits the user to select the water temperature that is properly suited for the type of fabric to be washed. When set on the hot reading, water enters the washer at approximately 160 degrees and at 100 degrees for the warm setting.

Mrs. America Mrs. Wanda Jennings, St. Louis, Mo., right, Mrs. America of 1955, shows friends her 1955 Whirlpool Imperial automatic washer and matching dryer. New "guide light" control panel is color-keyed to blend with any kitchen decor. Some Happy Homemaker contestant will win one of these Imperial automatic washers in contest opening today.

Guide Lights Whirlpool Feature

The new 1955 Whirlpool Imperial automatic washer, the "top-of-the-line" Whirlpool unit, features a new "guide light" control panel which is color-keyed for current and coming trends in kitchen decor, according to the Arizona Hardware Company, Whirlpool distributor.

A console style washer, the Whirlpool Imperial is one of the 15 prizes which will be awarded in the Happy Homemaker Washer contest being sponsored by The Arizona Republic and Phoenix Gazette.

The illuminated glass guide-light control is set in a gold frame. It has a soft yellow and white background with aqua-marine accents and gold trim. The colors were selected by leading color styling experts, the company reports, and is designed to blend with any kitchen color or combination of colors.

LOCATED ON the washer panel is a timer, selective from 19 to 38 minutes, a special delicate fabrics cycle indicator, and a water temperature selector with fabric guide.

Fully flexible automatic operation includes water level selection for small or large loads, the company reports. There is three-temperature water selections.

The water temperature selector may be set at hot for whites and cottons, medium for prints and colored garments or warm for silks and nylons.

A red guide light on the master control follows operational progress through automatic fill, wash, rinse, and damp-dry cycles. All temperature and water level selections are also shown by individual red-light indicators. The panel is illuminated throughout the entire cycle.

Clothes are flexed constantly inside the Whirlpool Imperial by "agiflow action," the company reports. Seven rinses, six pressure sprays and one deep agitated rinse, leaves clothes thoroughly clean. Free-flow draining of water and soil away from the clothes is accomplished through 1,199 tiny openings in sides and bottom of tub.

FULLY FLEXIBLE operation is declared to permit repeating shortening, lengthening or skipping any cycle. The water selector may be set for either full loads of clothes—17 gallons of water—or partial loads—14 gallons—so as to conserve use of hot water.

During actual washing and rinsing operation, a germicidal lamp helps sanitize clothes and gives them a sweet, fresh air fragrance.

An optional feature is the "Suds-Miser," designed to save soap and hot water for reuse in more than one load of clothes. Hot, sudsy, water is automatically pumped into a storage tub after the first load is washed and pumped back into the automatic at the start of the next load.

The company reports the new 1955 machine has a load capacity for a full nine pounds of dry clothes. A top-loading door springs open at a touch of the gold and white push button release. It may be opened at any time during the wash cycle. The console top permits flush-to-wall installation. Self-levelling legs and precision balanced operation is declared to assure smooth performance. A dual cycle-tone sounds two seven-second signals just before the Whirlpool automatically shuts itself off at the end of the wash cycle.

Cabinet finish is baked-on white enamel, with a white porcelain enamel cabinet top that is rust, mar, and stain resistant.

THE WHIRLPOOL Imperial dryer, available in either gas or electric models, matches the Whirlpool Imperial automatic washer

In the first Arizona Republic and Phoenix Gazette sponsored Happy Homemaker contest, Mrs. Audrey B. Green, 2246 N. 16th Ave., won a Whirlpool Imperial dryer.

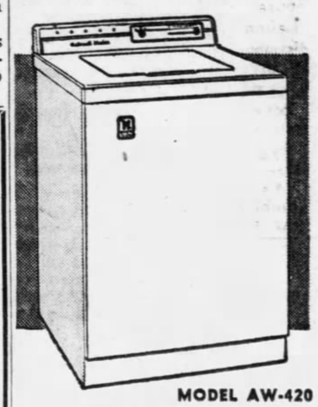
Soft Water Called Must

Water softening is a must in Arizona, according to Jim Pell, electric service supervisor of the Salt River Power District.

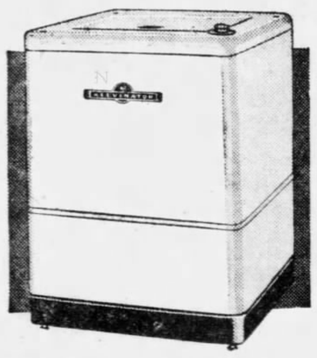
A water softener can be installed or a softening powder can be added to the wash, he said.

Pell also advised homemakers to remove lint traps on automatic washers periodically and to flush the traps with water.

25¢ A DAY
That's all you pay to have a New 1955
FRIGIDAIRE
Automatic Washer
A washer that is
FULLY AUTOMATIC
with Fully Flexible Operation.
Built and Backed by
General Motors Corp.
You've heard and seen "Arthur Godfrey" talk about this marvelous miracle washer. We Give the Highest Trade-Ins. Enter the Happy Home Maker Contest today . . .
SUNNY FURNITURE CO.
Open Till 9 p.m. Daily
Sunday 1 to 5 p.m.
500 E. Dunlap
WI 3-9342

What a Buy!
NORGE TIME-LINE AUTOMATIC WASHER

MODEL AW-420
REGULAR $279.95
NOW $239.95
LOW DOWN PAYMENT—EASY TERMS
Years-ahead features: Exclusive Time-Line Automatic Control; gentle, thorough wave-action washing; tangle-free super spin—many more. Come in! See it demonstrated!
Get Your "Happy Homemaker" Contest Entry Stamped Here
7th ST. and BROADWAY SHOPPING CENTER
703 East Broadway, Phoenix
Phone BR 6-0081

SEE KELVINATOR
GET OUT THE DIRT THAT OTHER AUTOMATIC WASHERS MISS!

SEE—
2 Separate Cycles
1 For Fine Fabrics
1 For Regular Fabrics
EXCLUSIVE
1. Shampoo Washing
2. X Centric Agitation
3. Overflow Rinse
SAVE
½ the hot water
½ the soap
½ the time
with Trade-In
AS LOW AS $2.25 per week model AW2

"HAPPY HOMEMAKER"
SPECIAL
ONLY $199.95 WITH TRADE
Model AWS
GET YOUR "HAPPY HOMEMAKER" CONTEST ENTRY STAMPED AT ONE OF THESE DEALERS
PHOENIX
Appliance Service Center
714 S. Central
A & W Refrigeration
1322 Grand Avenue
Globe Furniture
330 E. Washington
Korricks
106 E. Washington
Traders Furniture
1414 E. Van Buren
2515 N. Central
Wagon Wheel Appliance
4314 E. Thomas
GLENDALE
Brown's Furniture Co.
208 E. Glendale
Globe Furniture
436 E. Glendale
MESA
Curtis & Stauffer
62 S. Central
SUNNYSLOPE
Sunny Furniture
500 E. Dunlap

FREE . . . a Year's Supply
the detergent prescribed by washer makers.
50 lbs. all
with purchase of Hotpoint
Hotpoint 50th Anniversary 1895-1945
Automatic washer Model 5LT7

As low as $2.59 a week
Identical fluid drive as Deluxe Model—all porcelain finish!
$199.95 Plus Your Old Washer
No money down with Trade-In. As long as 24 months to pay.
Van Buren Store Open 7 Days a Week—8 A. M. to 9 P. M.
Bring In Your Happy Home Maker Entries For Validation
ERWIN DAVIS
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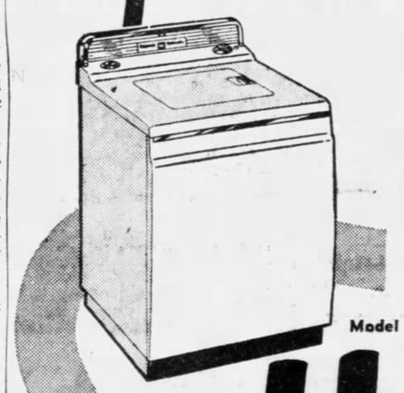
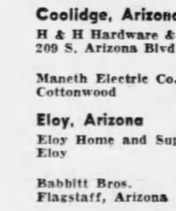
SAVE YOUR TIME! WASH WHILE YOU DRY... AND
Dry While You Wash!

NO WAITING . . . NO TIME LOST
when this matched, double-action Hotpoint Launduet washes and dries your laundry automatically, *at the same time.*
Brand New 2-Cycle Automatic Washer
• Wond-R-Dial Control now gives you 2 separate and complete automatic operations! For regular wash and for "miracle" fabrics. Improved throughout, with *all* the features women want most. $329.95
Model 10LK2
Hotpoint
LAUNDUET
MATCHED Automatic Washer and Electric Dryer

LAUNDUET—the home laundry "duet" matched in quality and time-saving performance.

"Try them in your own home. If you're not *completely satisfied* . . . your money will be refunded!"
Model 20LG2
Brand New Hotpoint "Sealed-Chamber" Electric Dryer
• First to make costly outdoor venting unnecessary! No heat, no lint, no moisture escape into the room. Safe, electric drying . . . no fumes. Perfect drying year 'round. Choose full-dry or damp-dry. Let us demonstrate! $299.95
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Babbitt Bros. Trading Co.
Williams, Arizona

Supermatics Of Maytag New Design

The new Maytag automatic washer, the Supermatic, offers the homemaker the latest in industrial designing, according to E. D. Ellis, Maytag representative in Phoenix.

The Supermatic and its matching gas or electric dryers are available in colors blending with modern home interiors, he said.

A Maytag is one of the prizes in the Happy Homemaker Automatic Washer Contest which opens today. The contest is sponsored by The Arizona Republic and The Phoenix Gazette in conjunction with retail dealers and the Appliance Merchandisers Association.

AUTOMATIC water level control, gyrafoam washing action, double spin tubs, completely flexible control, top loading, and scientific balancing are Supermatic features, Ellis declared.

The advanced, designed control panel puts the Supermatic into action practically at the touch of the fingertip, Ellis reported. Panel light turns on when the machine is operating. An automatic water level control on the underside of the lid adjusts both wash and rinse water. This means savings of up to nine gallons of hot water for small loads, Ellis declared, permitting the washer to adjust to all size loads. It uses only the hot water needed to wash and rinse small, medium or full loads. Once dial is set, operation is automatic at both wash and rinse.

OPEN THE Maytag safety lid and the washing action stops in seconds. The safety brake makes the machine safe and easy for addition or removal of clothes, and is an important protection for curious youngsters, Ellis said.

Maytag's gyrafoam washing action is included in the Supermatic and Customatic washers. Many years ago, Maytag reports, Maytag engineers invented agitator action, the washing principle that gets clothes really clean. The gyratator assures washing action that even cleans out the pockets of bluejeans, yet is so gentle that the finest fabrics are declared perfectly safe.

Another feature are the double-spin tubs in the Maytag automatic.

TWO SPINNING tubs, one inside the other, carry dirty water up, over, and away. It never strains back through the washed clothes, the firm reports.

Scientific balancing is an important feature in the Maytag automatic washer. Exclusive heavy liquid balancing rings spin like a top. This feature eliminates vibration, maintains perfect balance. Top loading on the Maytag automatic means easy loading and unloading—no bending or stooping. Upright design allows the housewife to stop washing cycle any time to add or remove garments.

The colorful panel harmonizes with the built-in toe board. Pure white or pastel finish adds beauty.

MAYTAG automatics come in both the Supermatic or the Customatic. Functionally both machines do the same job.

In keeping with the growing public acceptance of colored appliances, The Maytag company now is making available its new Supermatic washer and electric waterfilm dryer in attractive pastel tones of green and yellow. Soft harmonizing shades are tastefully trimmed with sparkling chrome.

Gas and electric airflow dryers add to the completeness of the Maytag dryer line. The dryers are fully automatic.

THE MAYTAG electric waterfilm dryer uses a condensation principle which carries moisture and lint to the drain where it is flushed away by power pump.

Safety Lid The new 1955 Maytag Supermatic washer and matching dryer, both fully automatic, are available in pastel shades of yellow and green. Washer features a safety lid. It stops washer action when lid is lifted and is an important protection for curious youngsters, the company reports. A Maytag is one of the prizes in the Happy Homemaker Automatic Washer Contest which opens today.

3 To Judge 'Homemaker' Competition

The three judges who will pick the 15 winners in the Happy Homemaker Automatic Washer Contest of The Arizona Republic and The Phoenix Gazette are three women known to scores of thousands of Arizona homemakers.

They are Nina E. Duncan, Ruth D. Kruger, and Margaret Savoy.

Mrs. Duncan is editor of The "Current" News, monthly house magazine of the Salt River Project, which goes to about 1,400 employes of the Salt River Power District and the Salt River Water Users' Association.

Mrs. Duncan

Miss Kruger is the home service director of the Arizona Public Service Company. She directs the work of 14 home economists who constantly serve Arizona homemakers with advice on everything from laundry planning to baking.

Maggie Savoy is the Woman's Page editor of The Phoenix Gazette and author of the column, Around Town.

MRS. DUNCAN is perhaps the only great-grandmother in the U.S. who edits a house organ. And at the recent Arizona Advertising Awards Contest, her publication, The "Current" News, was declared tops in its field in Arizona for the second consecutive year. The contest was judged by the Los Angeles Advertising Club and sponsored by the Phoenix Advertising Club.

Miss Kruger

Miss Savoy

Mrs. Duncan, who lives at 2427 W. San Miguel, has been editor of The "Current" News for 10 years, developing it from a mimeographed bulletin to its present two-color magazine form.

Miss Kruger joined the Arizona Public Service Company, then Calapco, in April, 1936, having previously been a home economist for five years with the Consolidated Gas Company, New York City. She attended Coe College, Cedar Rapids, Iowa, and Columbia University, New York City, where she received a bachelor of science degree.

Maggie Savoy, who has been Woman's Page editor of The Phoenix Gazette for six years, said that her only regret with regard to the Happy Homemaker Washer Contest is that she, as an employe of The Gazette, can't enter it herself.

She is the wife of J. W. Pitts, III, assistant vice president of the Valley National Bank, and the new home they have recently completed building on the north slope of Camelback Mountain has space all set off, piped, and wired for an automatic washer. "But that's all there is," she sighed. "Just the space—no washer, no dryer. And we have a son, Billy, who wears levis and shirts, and shirts, and shirts and uses up a lot of laundry."

MARCH is MAYTAG MONTH!

We're Featuring Two of the Biggest Bargains in Our History!

PLUS SUPER-HIGH TRADE-IN

WIN A FREE Automatic WASHER

Happy Homemaker Contest Entries Validated at Both Stores

Quality Furniture Co.

OPEN EVERY EVENING 'Til 9 Except Saturday

Open Sunday 1 to 6 P.M.

Maytag COMPLETELY AUTOMATIC WASHER

1955 Model 121P

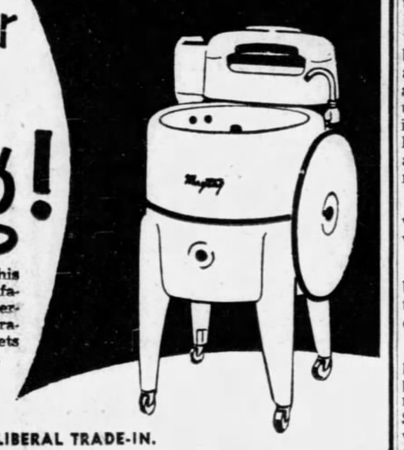
REGULAR RETAIL VALUE $299.95

LESS SPECIAL TRADE-IN FOR YOUR PRESENT WASHER 50.00

YOU PAY ONLY $239.95 During March only

Price Includes Normal Installation

Big Washer Buy... Maytag!



Low in cost . . . but this Maytag washer gives famous Maytag washing performance. Exclusive Gyrafoam washing action gets clothes spotlessly clean.

$149.95

NO DOWN PAYMENT. LIBERAL TRADE-IN.

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MAYTAG complete HOME LAUNDRY SPECIAL

"Cream City" Double Tubs

Reg. $17.55

"Glide Easy" Ironing Table

Regular $7.95

High Quality 'Pad and Cover' Set.

Regular $2.98

Model N-2L

Total Value of This Laundry Set Is $28.48

Hurry—Hurry

Special Invitation to Patrons from Globe, Miami, Superior, Ray, Sonora, Prescott, Wickenburg, Buckeye, and all others SAVE DOLLARS NOW

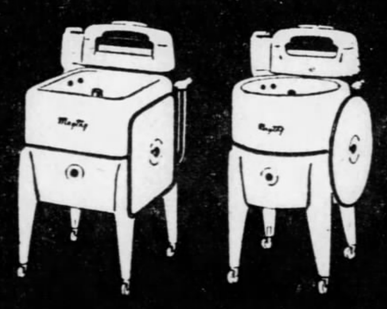
FREE DELIVERY

COMBINED RETAIL VALUE $168.43

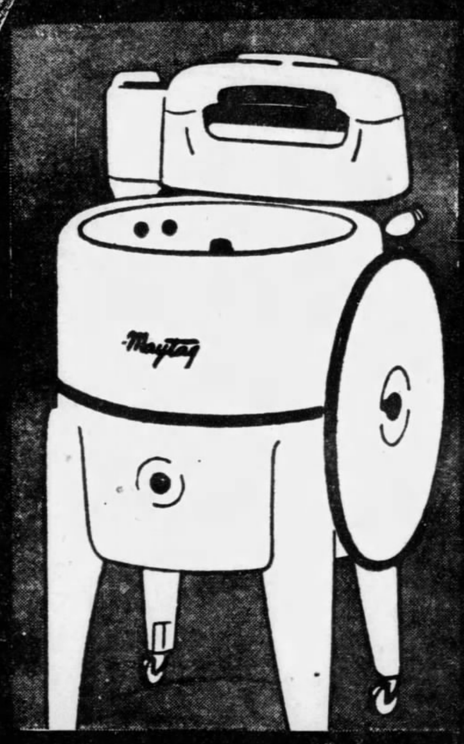
LESS SPECIAL TRADE-IN 30.00

YOU PAY ONLY (For All Four Items) DURING MARCH ONLY $138.43

If You Have No Old Washer or Do Not Need the Laundry Set See Us Today For A Special Deal!



$1.75 WEEKLY



Maytag Model "N" Regular Retail Value $139.95

SPECIAL SALE TERMS

- NO PAYMENT DUE UNTIL APRIL 20
- NO MONEY DOWN!
- 36 MONTHS TO PAY!
- 50 MILES FREE DELIVERY

The Maytag Commander. Big, square porcelain tub. Gyrafoam action washes extra fast, extra clean. 162.45

The Maytag Chieftain. A genuine Maytag priced within a few dollars of the lowest cost washer on the market. 139.95

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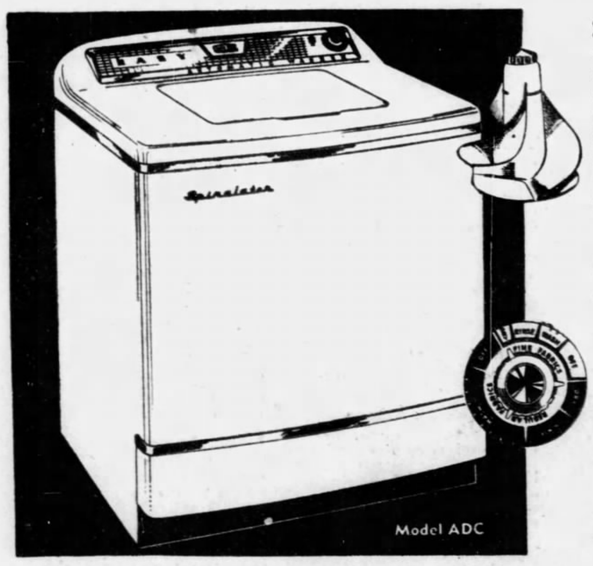
AT LAST! An automatic that gets clothes really clean

THE EXCITING NEW EASY Spiralator Automatic

with the washing action 2,000,000 women like best!



Model ADC

SPIRALATOR ACTION

This amazingly thorough washing action has been family-tested and approved by over 2,000,000 Easy owners. Patented spiral-shaped vanes move *all* the clothes in a constant spiral path, giving equally thorough washing action to every piece. Easy's exclusive Spiralator Action is your guarantee of cleaner, whiter washes!

MASTER MIND DIAL

- *2 completely automatic* washing cycles!
- *Regular Fabrics Cycle*—for "everyday" clothes, like linens, cottons, etc. Just set the dial and walk away!
- *Fine Fabrics Cycle*—for today's "miracle" fabrics (nylon, orlon, dacron, etc.). Has a shorter wash, rinse and damp drying period.

And, you can skip or repeat, lengthen or shorten any part or either cycle!

Plus these Extra Value Features

- Hot Water Savings—Uses less hot water than most automatics.
- Porcelain Enamel Tub—Inside and out. Self-cleaning.
- Fluid Power—levels off vibration—provides quiet operation.
- Water-Temp Switch—Selects hot or warm Regular cycle wash water.

$285 LESS . . . $50

YOU PAY ONLY $235

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for dealer nearest your home

New 1955 Time-Line Automatic Washer by NORGE

MODEL AW420

EXCLUSIVE! Only Norge TIME-LINE has such easy fingertip control!

EXCLUSIVE! Only the Norge TIME-LINE Washer is so safe for all clothes . . . even delicate nylons!

Now this beautiful new NORGE TIME-LINE can be yours for only $10.73 per month

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